

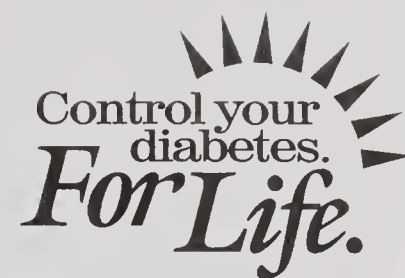
*Opportunities
Choices...*
ACTION!



NATIONAL
**DIABETES
EDUCATION**
PROGRAM

NDEP
1999 Awareness
Campaigns

Office of Minority Health Resource Center
Knowledge Center
1101 Wootton Parkway
Rockville, MD 20852
1-800-444-6472



June 1999

Dear Diabetes Control Program Coordinator:

Welcome to the National Diabetes Education Program's 1999 Awareness Campaign! We are pleased to share with you all of the new campaign materials. And we look forward to working with you in the coming months to get the campaign messages out to people with diabetes, their family members, and health care providers throughout your state or territory.

The 1999 Awareness Campaign Box is brimming with high quality TV, radio, and print messages and materials. To reinforce the 1998 Campaign, we have extended the campaign theme, *Control Your Diabetes. For Life.*, to this year's messages. Also, we have tailored the campaign message for each of the "Many Faces of Diabetes" audiences — General Audience including Caucasians, African Americans, Hispanics/Latinos, American Indians, Asian and Pacific Islander Americans, and Seniors.

We've organized the Campaign Box and this Campaign Notebook to help you use all of these campaign materials effectively. In the following section of the Campaign Notebook, we have laid out a roadmap for your campaign implementation journey.

Take your time going through the materials. There's a lot to digest. Don't try to do it all at once. Plan how you will use the materials throughout the upcoming year and build them into your activities.

Please feel free to call us if you need help or if you have any questions. We're here to help and will be glad to assist you. Thank you for participating in this important partnership with the National Diabetes Education Program. You are key to the program's success.

Sincerely,

Faye Wong

Faye Wong

Joanne Gallivan

Joanne Gallivan



Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

**HOW TO USE THE
NATIONAL DIABETES EDUCATION PROGRAM'S
1999 AWARENESS CAMPAIGN MATERIALS**

A Campaign Implementation Guide

for the

Diabetes Control Programs

June 1999

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1. What Is the 1999 Awareness Campaign Strategy?

The 1999 Awareness Campaign strategy builds on the groundwork we laid in 1998 to deliver the message that "Diabetes is serious, common, costly, yet controllable." Here's the strategy for this year's awareness campaign:

- **Campaign Goal** — Increase awareness among people with diabetes that lowering their blood glucose levels can significantly reduce their risk of diabetes-related complications.
- **Primary Target Audiences** — People with type 2 diabetes ages 40 and older and their family members, with special emphasis on the ethnic minority populations and seniors who are disproportionately affected by diabetes.
- **Secondary Target Audiences** — The general public, health care providers, payers and purchasers of health care, and health care system policymakers.
- **Campaign Theme** — "Control Your Diabetes. For Life."
- **Key Campaign Message** — "Diabetes is a serious disease, but you can control it by choosing healthy foods, getting regular physical activity, taking diabetes medications as prescribed, and testing your blood sugar on a regular basis."
- **Six Targeted Campaign Components** — Based on target audience research and guidance from the National Diabetes Education Program's working groups, the campaign message has been tailored for each target audience to reflect their particular perceptions and motivations for managing and controlling diabetes. There are six targeted campaign components:

General Audience: Reinforces that diabetes is a serious disease, addresses the fact that many people with diabetes have poor blood glucose control, and emphasizes that controlling diabetes can significantly reduce the risk of diabetes complications.

African Americans: Centers on a "family reunion" theme and demonstrates intergenerational relationships and social support for people with diabetes.

Hispanic/Latino Americans: Addresses fatalistic attitudes about diabetes and empowers people with diabetes to control the disease.

Asian Americans and Pacific Islanders: Communicates that diabetes is a serious disease and uses empathic messages from doctors and people with diabetes to empower Asian Americans and Pacific Islanders with diabetes to manage their disease.

American Indians: Emphasizes that the diabetes epidemic is threatening the future of American Indians, communicates messages of hope, and stresses the importance of taking charge of diabetes for future generations.

Seniors: Promotes Medicare's expanded diabetes benefits and the importance of controlling diabetes.

Build Awareness About the NDEP and the “Control” Message Through the Nationally Distributed Campaign — The campaign seeks to continue to build awareness and recognition of the National Diabetes Education Program by the program's target audiences, by national and major market media outlets, and by potential partner organizations. These National-level promotion and awareness-building activities will lay the foundation and open doors for your efforts at the state and local level. The program logo, the sponsoring agencies (CDC and NIH), the national toll-free telephone number, and program web site are included on all broadcast and print products, where applicable.

- **Position and Prepare DCPs to Take the Lead in State/Territory Campaigns** — The campaign will help the Diabetes Control Programs to take the lead in implementing **statewide** campaigns that will extend the reach and impact of the national campaign. Campaign products have been designed to enable you to localize them with your name and contact information. We are providing the DCPs with master copies of broadcast PSAs, electronic files of printed materials, and multiple copies of items such as TV PSA storyboards and print public service ads to help you disseminate campaign messages. In addition, the national program will encourage NDEP Partnership Network members to collaborate with the DCPs on campaign activities.
- **Provide Technical Assistance to the DCPs** — We’ve included technical assistance materials in the Campaign Notebook to help you implement the campaign and we plan to send you periodic technical assistance bulletins on various campaign topics in the coming year. Also, we are always available to answer any questions you may have or to brainstorm ideas for campaign activities.

That's an overview of the campaign strategy. Now, let's see what's inside the Campaign Box.

2. What's Inside the Campaign Box?

The Campaign Box contains broadcast and print messages and materials for the six campaign components. How can you get a handle on all of this material?

Take your time. Review the various campaign materials, get familiar with the messages and materials for each campaign component, and decide which campaigns are best suited to your state's population and your program's priorities. For example, the California DCP may be able to use all of the campaign products to reach its ethnically diverse population. Florida, with its high concentration of older Americans, may place a priority on the Medicare Benefits campaign targeted to seniors.

Don't feel you have to tackle all of the campaigns at once. Set your own schedule for disseminating and following up on each campaign that is relevant to your state. For example, you may want to devote three months to a particular campaign component, take a two-month break, and then focus on another component for the next three months.

Here's an overview of the materials in the Campaign Box:

- **The Campaign Notebook** — divided into six sections, the notebook contains master copies of the following materials for each campaign component:
 - TV PSA storyboards,
 - live-read radio scripts,
 - print ads,
 - educational materials,
 - media kits that include sample media advisories or press releases, fact sheets, resource lists, and media contact lists, pitch letters to editors and public service advertising directors,
 - and national media distribution lists.
- **Two Television PSA Campaign Videotapes** — the Beta-SP master tape and VHS format tape contain copies of six TV PSAs targeted to the General Audience, African Americans, American Indians, and Seniors.
- **Television PSA Campaign Storyboards** — the storyboards (or photoboards) contain printouts of the scripts and the visuals for each TV PSA.
- **One Digital Audio Tape (DAT) cassette** — the DAT cassette is a master that you can use to make cassette copies of the campaign's radio PSAs, targeted to Hispanics/Latinos, American Indians, and seniors.
- **One standard audio tape cassette** — this is a copy of what's on the DAT cassette for previewing and showcasing the radio PSAs.
- **Print Public Service Ads** — there are camera-ready newspaper and magazine public service ads for all of the campaign's components.
- **PC Disks** — 6 disks, one for each campaign component, contain electronic files for all of the live

read radio scripts, pitch letters to editors and advertising directors, and media kit materials that are in the Campaign Notebook.

- **Zip Disks** — the zip disks contain all of the art work for the campaign storyboards, print ads, brochures, logos, etc., that are in the Campaign Notebook.

NDEP Web Site — Please note that all of the campaign print materials also will be available for downloading from the NDEP web site at <http://ndep.nih.gov>.

Note: None of the campaign materials are copyrighted. You may reproduce and distribute all of the materials to meet your needs.

3. What Is on the TV PSA Campaign Videotapes?

Both the Beta-SP broadcast quality tape and the VHS videotape contain copies of six TV PSAs.

TV PSA Campaign Videotape

Title	Length (in seconds)	Target Audience	Release Date
"Taking Control"	30	General Audience	June 1999
"Family Reunion"	30	African Americans	June 1999
"Thunder and Lightning"	30	Hispanics/Latinos (English)	June 1999
"Future Generations"	30	American Indians	June 1999
"Medicare Benefits— Controlling Your Diabetes"	30	Seniors	April 1999
"Beneficios del Medicare— Controlando su Diabetes"	30	Hispanic/Latino Seniors	April 1999

Each videotape contains two sets of the campaign's TV PSAs. The first set of PSAs has the "national program tag" at the end of each spot. The national tag includes the National Diabetes Education Program logo and the national toll-free telephone number for viewers to call to obtain more information. The second set of PSAs are "untagged." In other words, the ads have been set up so that you can add your own logo, program name, and local telephone number for viewers to obtain more information. You may also add a recorded message with your local tag. Adding your local tag enables you to take the national campaign and localize it so that it becomes *your* state's campaign.

Both videotapes include an example of a locally tagged PSA and instructions for tagging the PSAs. There are two ways to add your local tag. You can take the Beta master to your state's audio visual production facility or to a video duplication service and have them edit the PSAs. Or, you can ask the public service directors at local stations to help you add your local tag. Count on about four hours of editing time to add your local tag to all of the PSAs.

Note: The new Spanish-language TV PSAs will be sent to you on a separate videotape.

3.1 What Should I Do with the Campaign Videotapes?

The Beta broadcast quality tape is a master that you can use to make additional broadcast quality videotapes and VHS videotapes. Beta is the most widely used format for commercials and is the format stations prefer.

How to use the Beta master:

- Ask the station or duplication service to copy the PSAs from the Beta master but **don't give the Beta master away under any circumstances.**
- A special signal, called a Sigma code, has been added to the Beta master tape to enable us to monitor and track PSA air play of the Wave 2 PSA's (see chart on following page). When you make additional broadcast quality videotapes, **be sure to tell the duplication service that the PSAs are Sigma encoded and that the signal should not be removed.**
- Use the Beta master to add your local tag to the PSAs.
- Check the Yellow Pages under "Video Tape Duplication or Video Tape Editing" for vendors who can edit and duplicate tapes. Get several estimates for your order.

- Plan to duplicate all the tapes you need at one time — the more copies you order, the lower the price per copy.

How to use the VHS tape:

- Use the VHS videotape to screen the TV PSAs and get familiar with them. The VHS tape is a duplicate of the Beta master, so you will be able to see exactly what is on the Beta tape.
- Use it for "show and tell" purposes.
- Use it to present the campaign to your staff and colleagues, to existing and potential partners, and at meetings and conferences throughout your state.
- If your budget permits, make additional VHS copies for partner organizations to showcase the campaign to their members and contacts.

3.2 How Are the TV PSAs Being Distributed?

TV PSA Campaign Distribution

Title	National Distribution Plan
"Medicare Benefits—Controlling Your Diabetes" (English and Spanish)	TV stations in 20 markets that have the largest senior populations (April 1999)
"Taking Control," "Family Reunion," "Thunder and Lightning," and "Future Generations"	1,000 TV stations, cable systems, broadcast and cable TV networks (June 1999)
Spanish language PSAs	50-100 Spanish TV stations (July 1999)

The TV PSAs are being distributed to stations in three separate waves:

Wave 1: The "Medicare Benefits" (seniors) PSA was released in mid-April to television stations in 20 markets that have the largest senior populations. A list of the TV stations that received the "Medicare Benefits" PSAs is in the notebook. TV stations were given the name and telephone number of each Diabetes Control Program director for local follow-up.

Wave 2: The "Family Reunion" (African American), "Taking Control" (General Audience), "Future Generations" (American Indian), and "Thunder & Lightning" (English-Speaking Hispanics/Latinos) PSAs will be released at the beginning of June to about 1,000 broadcast television stations, cable systems and TV networks across the country. Public service directors will receive all four spots on one tape with a pitch letter encouraging them to use the PSAs that are best suited for their audiences. They also will be alerted that State DCPs will be calling to work with them on the campaign. (See the campaign storyboard.)

Wave 3: The Spanish-language PSAs will be distributed in July to 50-100 Spanish TV stations across the country and will be re-released in November for National Diabetes Month.

3.3 How Should I Follow Up on the National Distribution?

The Campaign Notebook includes lists of the television stations in your state that will have received the TV PSAs. Public service directors want to air PSAs that support **local** organizations' services and activities. They will be open to working with you to localize the campaign messages in your state. Here are some guidelines for following up with the TV stations that have received the PSAs. You can apply these same guidelines for following up on TV PSAs that you send out directly to TV stations that were not included in the national distribution. They also work for contacting radio public service directors.

1. Call the public service director two weeks after the release date (see chart on page 6) to make sure he or she has received the campaign PSAs. Introduce yourself and ask for an appointment — just 15 minutes — to discuss why it is so important to encourage people with diabetes to control their blood sugar levels. For stations in markets that you cannot visit, ask members of your diabetes coalition or health department colleagues based in these markets to help you pitch the PSAs to local stations.
2. If possible, take two or three others to the meeting (e.g., members of your state diabetes coalition or representatives of local organizations concerned about diabetes among African Americans, American Indians, and Hispanics/Latinos). Prepare each of them to talk about the importance of the campaign and why their organizations are involved.
3. Prepare your pitch. Keep your presentation short and to the point: Diabetes is a killer that affects large numbers of the station's audience (give state and local statistics, if available). It's reaching epidemic proportions, especially among minority populations. By controlling diabetes, people can significantly reduce their risk of blindness, kidney disease, and amputations. Emphasize that the station's participation in the campaign will help save lives, prevent serious illness, and will be recognized by public health officials and community leaders.
4. Be prepared to suggest other ideas to promote diabetes control messages. Public Service Directors are frequently involved with the station's talk shows and special promotions. Be sure to find out if there are other ways besides airing the PSAs that the station can support the campaign and disseminate diabetes control messages. They can feature diabetes on news and public affairs shows. And they can leverage their relationships with local businesses to create a community partnerships around diabetes.
5. If the public service director can't meet with you, find out if he or she plans to use the campaign PSAs, which ones, and when they will begin to air on the station and for how long. Follow up by sending background information about diabetes in your state and a letter encouraging the public service director to cover the issue of diabetes control on the station's public affairs shows.
6. Contact the station's news department and get them interested in publicizing the campaign and local events or activities you are planning, *before* speaking with the public service director. This will give you increased leverage when asking for placement of the PSAs. In this case, your pitch to the public service director might include the fact the news department has agreed to cover your diabetes event and you would like to request that the public service director place one of the campaign PSAs during the time this coverage will be aired.
7. Stay in touch with the public service directors and the news department to keep reminding them about the importance of diabetes messages. Send a letter thanking the station for airing the campaign PSAs or for including diabetes stories on the news. For example:

- When new diabetes research results are announced or when you initiate new diabetes programs or services, send a copy of the news story or news release to the station.
- If a state or local "celebrity" dies of diabetes or its complications, send a note to the station reminding them of how important it is to keep airing diabetes messages to help prevent these types of stories.
- Always include a "thank you" message for the station's previous support in your follow-up pitches.

3.4 Where Else Can I Distribute the TV PSAs?

In addition to broadcast TV stations, there are several other outlets for placing the campaign TV PSAs. Cable systems bring 30, 40, 50 or more stations into households. Cable systems have "local access" channels that produce and deliver programs. Closed circuit systems run throughout universities and hospitals and other institutions. The TV PSAs can fit into many of these outlets. Generally, these outlets will accept your VHS tape, with Beta as the back-up choice.

Here are some suggestions for placing the TV PSAs in these alternate outlets.

1. Call cable system operators in your area. Identify the public service director or the person responsible for local advertising and find out what tape format they will accept. Send a pitch letter, the TV PSA storyboards, selected materials from the media kit, and a videotape.

Follow up with a telephone call and encourage the public service or advertising director to run the PSAs. The cable TV system can run local advertisements in scheduled breaks on CNN, ESPN, USA, Discovery, TNT, Lifetime, BET, and other cable network channels. This is the air time you want for the diabetes PSAs since these channels have the largest audiences.

If cable TV is nearly universal in your area, or if there are particular counties or regions where cable TV is *the* TV service provider, schedule an appointment with the cable system's public service director just as you would with a broadcast station.

2. Call local governments across your state and identify who is in charge of the local government channel on the cable systems. Send information about the campaign and a videotape and ask for air time. Follow up with a telephone call.
3. University medical centers, hospitals, and managed care health centers have closed-circuit TV systems that run public service announcements. Find out who manages these systems and ask that the diabetes PSAs be added to the educational tapes they already run for patients.
4. Videotape rental stores are another possible outlet for distributing the TV PSAs. Contact the store manager, explain the importance of the campaign messages for their customers, and encourage them to cosponsor a special diabetes promotion with you. They could play the campaign PSAs in their stores or they could add the PSAs to rental tapes. For example, the "Family Reunion" PSA could be added to copies of the movie "Soul Food;" the "Future Generations" PSA could be added to the movie "Smoke Signals;" and "Taking Control" could be added to "Grumpy Old Men" or other films targeted to older customers.

4. What Is on the Radio Campaign Audio Tapes?

The Digital Audio Tape (DAT) cassette and the standard audio tape cassette contain the following campaign radio PSAs:

Radio PSA Campaign Tape

Title	Length (in seconds)	Target Audience	National Release Date
"Good News"	30 and 20	Seniors	April 1999
"Buenas Noticias"	30 and 20	Hispanic/Latino Seniors	April 1999
"Picnic" (Spanish)	30	Hispanics/Latinos	July 1999
"Grandpa" (English)	30	Hispanics/Latinos	July 1999
"Future Generations"	60 and 30	American Indians	October 1999

In addition, live-read radio PSA scripts for each campaign component can be found in the Campaign Notebook and on the PC disks. The scripts have been prepared in various lengths and can be revised by DCPs to include your name and telephone number in each spot. The live-read radio scripts include the following:

Live-Read Radio PSA Scripts

Title	Length (in Seconds)	Target Audience	National Release Date
"Medicare Benefits and Controlling Your Diabetes" (English)	30 and 15	Seniors	April 1999
"Medicare Benefits and Controlling Your Diabetes" (Spanish)	30 and 15	Hispanic/Latino Seniors	April 1999
"Control Your Diabetes. For Life"	60, 30, and 20	African Americans	July 1999
"Healthy Family Reunions"	60 and 30	African Americans	June 1999
"Picnic" (Spanish)	30	Hispanics/Latinos	July 1999
"Grandpa" (English)	30	Hispanics/Latinos	July 1999
"Control Your Diabetes. For Life."	60, 30, and 20	Asian Americans and Pacific Islanders	August 1999
"Healthy Celebrations"	60 and 30	Asian Americans and Pacific Islanders	August 1999
"Control Your Diabetes. For Life."	60, 30 and 20	General audience	November 1999
"Healthy Celebrations"	60 and 30	General audience	November 1999

4.1 How Do I Use the Radio PSA Campaign Tapes and Live-Read Radio Scripts?

Use the DAT master to make cassette copies of the PSAs. The PSAs for each audience should go on separate cassettes since you will be distributing them to different stations. These copies will be an acceptable quality for radio stations and they can also be used for "show and tell" purposes.

If you want to add your local tag to the recorded radio PSAs, you will need to work with a local recording studio to edit the DAT master. This will involve deleting the last sentence of each PSA that has the national tag and recording a new sentence that gives the name of your Diabetes Control Program and a telephone number that people can call for more information.

The live-read radio PSA scripts are easy to tailor. Just drop in your program name and telephone number in the places indicated on the scripts. You can change other information as well, but be careful to time the script. Mail the live-read radio scripts with a pitch letter to stations throughout your state that reach each PSA's target audience. Feel free to adapt the cover letters to radio PSA directors in the Campaign Notebook.

4.2 How Are the Radio PSAs Being Distributed?

The radio PSAs also are being distributed in three separate waves.

Wave 1: The Medicare Benefits radio PSAs were distributed in April to 1,000 radio stations. A list of the radio stations is included in the notebook.

Wave 2: The "Picnic" and "Grandpa" radio PSAs will be distributed in July via the Hispanic Radio Network to its affiliates in major markets across the country.

Wave 3: The "Future Generations" American Indian PSAs will be distributed in September, in time for American Indian Heritage Month, to stations that meet the following criteria: their audiences are primarily American Indians and they are located in states that have large American Indian populations. Most of the stations that have primarily American Indian audiences are members of AIROS, an American Indian Radio network that also broadcasts on the Internet. Radio stations in the following states that have large American Indian populations also will receive the "Future Generations" radio PSAs: Oklahoma, North Dakota, South Dakota, Arizona, New Mexico, Montana, and Alaska.

In addition, the live-read radio scripts for the other campaign components will be distributed in June to radio stations in major markets that reach the general audience, African Americans, and Asian Americans and Pacific Islanders. Lists of these radio stations are provided under each campaign component.

4.3 How Should I Follow Up on the National Distribution?

Radio is a targeted medium. Every radio station tends to reach a unique segment of the population. For example, seniors tend to listen to easy listening, all news, talk radio, and classical stations.

1. Consult the media distribution lists in the Campaign Notebook to determine which radio stations in your state have received the PSAs from the National Diabetes Education Program. Contact the public service directors at these stations and follow up as described under TV PSAs.
2. You can expand the reach of the campaign by identifying the local radio stations in your state and sending them the radio PSAs. Media directories available at local libraries contain lists of radio stations by market and by format. Public service directors at radio stations frequently change jobs, so you may want to call the stations to make sure you have the correct names from the directory. You are much more likely to get a response if you personalize your letter, rather than addressing it to "public service director" or "producer."

3. Radio station public service directors are also frequently responsible for producing the station's local talk and interview shows. They often work on the station's special events coverage and other community promotions as well. Find out about the station's talk shows and other local programs. Is there a time during the day (or week) that is devoted to programs or reporting about community events or health issues? Knowing the specific shows a station broadcasts will give the public service director the impression that your request is not just another form letter, but that it comes from someone who actually understands the station.

As you prepare to contact the public service directors about running the campaign radio PSAs, have a list of ideas and promotions in mind. If the station is receptive, you have the opportunity to create a partnership around the diabetes campaign.

4. The more you can personalize a PSA or program request, the better it will be received. Keep in mind that radio stations, like television stations, receive many PSAs daily. If you can't schedule a meeting with the public service director, send your materials and follow up with a telephone call.
5. In your pitch, remember to include the information you learned about the station: that people with diabetes listen to the station, that *xyz health show* on Saturday morning would be an excellent vehicle for including diabetes information, or that *so and so's talk show* covers health issues on occasion and may be another good forum for your campaign spokesperson to appear. This will remind the station that their listeners might well appreciate hearing your PSAs and learning more about diabetes on the station's programs.
6. If a station says they are not interested, honor their decision and ask for any suggestions they might have for other stations that would be interested in running your PSAs or covering diabetes.
7. Local radio stations may be interested in doing more than just running PSAs and providing publicity. Stations may be interested in cosponsoring diabetes events with you or bringing you together with one or more of their advertisers to cosponsor community events or activities.

5. What Are the Print Public Service Ads for the 1999 Campaign?

Print public service ads in various sizes are provided for each campaign component for placement in magazines and newspapers. Samples of each ad can be found in the Campaign Notebook and packages of up to 25 copies of the ads are in the Campaign Box. The print ads are tailored for each campaign audience and include the following:

Print Public Service Ads		
Title	Target Audience	National Release Date
"Control Your Diabetes. For Life."	General Audience	November 1999
"Family Reunion" and "Jackie Robinson"	African Americans	June 1999
"Pareja en la Lluvia" (Spanish)	Hispanics/Latinos	July 1999
"From the Doctor" and "Patient to Patient"	Asian Americans and Pacific Islanders	August 1999
"Future Generations" and "Threatening"	American Indians	October 1999
"I Control My Diabetes" (English)	Seniors	April 1999
"I Control My Diabetes" (Spanish)	Hispanic/Latino Seniors	April 1999

5.1 What Should I Do with the Print PSAs?

The print public service ads are camera-ready — that is, they are ready for newspapers and magazines to insert them right into their publications. Many of the ads are designed for you to add your program’s name, logo, and telephone number or address. This information can be inserted in the white space between the National Diabetes Education Program logo and the “Control Your Diabetes. For Life.” logo. You may strip in type or a logo from a laser printer and paste or glue it on the ad sheet. Or, you may add your logo and telephone number to the electronic file on the zip disk and submit the new file to a magazine or newspaper.

We have provided you with packages of up to 25 copies of each sheet of ads for each campaign. Send these sheets — not photocopies — to the publications. If you need more copies of the ads, they can be duplicated by a commercial printer at a relatively low cost.

Be sure to send the correct ad sheets to the publications. Newspapers and magazines have different requirements for the sizes of ads and the number of screens per inch. The ad sheets have been produced to meet the publications’ specifications. Keep in mind that newsletters can use either the magazine or the newspaper ad sheets.

5.2 How Are the Print Ads Being Distributed?

The Campaign Notebook includes lists of the newspapers and magazines that will receive the print public service ads from the national program. Here is an overview of the distribution plan:

Print Ad Distribution Plan

Target Audience	National Distribution Plan
General Audience Print Ads	Newspapers in the top 50 markets and national women's, health, and news magazines
African American Print Ads	African American daily and weekly newspapers in the 25 markets with the largest African American populations and to national and regional African American magazines
Hispanic/Latino Print Ads	All Hispanic newspapers and magazines throughout the country
Asian American and Pacific Islander Print Ads	Daily and weekly newspapers in the 10 markets with the largest AAPI populations and to Asian American and Pacific Islander newspapers and magazines
American Indian Print Ads	American Indian daily and weekly newspapers and magazines across the country and daily and weekly newspapers in seven targeted states (Oklahoma, North Dakota, South Dakota, Arizona, New Mexico, Montana, and Alaska)
Senior Print Ads	10,000 newspapers through the North American Precis Syndicate

5.3 How Should I Follow Up on the National Distribution?

1. Identify the publications in your state or territory that reach the campaign audiences. Consult media directories at local libraries for names of publications or ask members of your state diabetes coalition if they have already developed media lists. Call the publications to verify the addresses and to obtain the name of the publication's advertising director.
2. Tailor the pitch letter in the Campaign Notebook and send the letter and the appropriate print ad sheets to the publication. Follow up with a telephone call, as suggested for the TV and radio PSAs. If the advertising director agrees to run your ad, ask him or her to send you a "tear sheet" or copy of the ad when it appears in the publication.
3. Be sure to send a thank you letter to the publication for running the print public service ad and acknowledge their support in your program's newsletter or other publicity that you generate about the campaign. Send the publication a copy of that acknowledgment.

6. What Is in the Campaign Media Kits?

Media kits, designed to be localized by DCPs, are provided for each campaign component in the Campaign Notebook. The media kits contain sample media advisories or press releases and background information to help develop stories about diabetes and the NDEP Campaign.

6.1 What Should I Do with the Media Kits?

Use the electronic files on the PC disks to tailor the media kits for your campaign. Here are some suggestions for tailoring the media kit materials for your program:

- Cover or pitch letters to editors — Tailor them by personalizing each letter. Drop in your state's name, spokesperson, statistics on diabetes (if available for your state), and other information that you want to include.
- Sample media advisory — tailor each advisory with your state's name, spokesperson, statistics, etc.
- Resource List — Add your state's resources to the national resource lists or replace them with your own list.
- Diabetes Fact Sheet — Tailor them with your state's statistics, if available.
- Media Contact List — Use the national lists of media contacts or replace them with your own lists of people who are available to speak with the media.
- NDEP Fact Sheet — Add your state program's name and logo to the NDEP Fact Sheet or use it as is.
- Campaign Logo Sheet — Use it to add the NDEP logo, the campaign logo, or the various diabetes control icons to your own messages and materials (See Campaign Box and zip disc).
- *7 Guiding Principles for Controlling Your Diabetes for Life* (English and Spanish) — Samples of this new, easy-to-read booklet are in the Campaign Box. Feel free to reproduce it and promote the NDEP materials to the media, your colleagues, partners, and constituents (Also on zip disk).
- *Expanded Coverage for Diabetes — Medicare & You* (English and Spanish) — This brochure provides information on expanded benefits for diabetes equipment and supplies for Medicare beneficiaries with diabetes (See Campaign Box and zip disk).
- NDEP Publications Resource List — This list contains descriptions and an order form for all of the NDEP's current patient and health care provider materials available from the National Diabetes Information Clearinghouse. Feel free to reproduce it and share it with your colleagues and constituents.

Note: You may order additional copies of the campaign booklets from the National Diabetes Information Clearinghouse. They are listed on the NDEP Publications Resource List. You may add your state's name, logo, address, and telephone number to the back cover with a stamp or with labels. Or, you may reprint the booklets, using the electronic files provided on the zip disk. Feel free to add your state's name, logo, address, and telephone number to the file before you reprint. Also, all of the campaign notebook materials are available on the NDEP web site at <http://ndep.nih.gov>.

6.2 How Are the Media Kits Being Distributed?

The Campaign Notebook includes lists of the print media outlets that will receive the media kits from the national program. The distribution strategy for the media kits is virtually the same as that for the print public service ads, only the media kits will be sent to editors rather than advertising directors. See Section 5.2 for details.

6.3 How Should I Follow Up on the National Distribution?

Follow up on the national campaign distribution by sending the media kits to local television and radio stations, newspapers, magazines, and newsletters throughout your state or territory. Use media directories to develop your media lists and identify the correct name of the health editor or the assignment editor by calling each outlet.

What makes news? Stories that are interesting and important to the viewers, listeners, or readers of the particular media outlet. Here are ten story ideas to help you pitch the campaign message to the media.

1. Invite a prominent person or group to join you in launching each of the campaign components.
2. Invite local media outlets when you schedule a campaign talk or presentation.
3. Use the sample media advisories in the Campaign Notebook to announce your state's campaign launch to help address the critical problem of diabetes in your state or territory.
4. Identify a TV, radio, or newspaper reporter who has diabetes (or who has a family member with diabetes) and prepare a pitch for a great feature story idea: *a week in the life of a person with type 2 diabetes*. The reporter can easily do a five-part series on managing diabetes — how to test one's blood sugar and know your blood sugar numbers; how to follow a meal plan of low fat, high fiber foods; how to get regular physical activity; how to take prescribed medications; and how to get eye, kidney, feet, dental, and physical check-ups.
5. Work with a diabetes support group to pitch local media outlets to do a story on how people with diabetes cope with the disease.
6. Pitch a straightforward health news story or series on diabetes — what it is, who gets it, what causes it, how is it diagnosed, how is it treated, and what's on the horizon in diabetes research.
7. Adapt any one of the media advisories in the Campaign Notebook to be an “op-ed” article. Identify newspapers you'd like to be in and think about who would be a highly credible author for the piece. It might be the Director of the State Health Department or a leading diabetes researcher. Maybe even a “celebrity” who has diabetes. Prepare the op-ed article and a cover letter and send it to the editorial page editor. Follow up with a phone call and discuss the importance of the issue for the paper's readers.
8. Using the media advisories in the Campaign Notebook, write several different newsletter articles about diabetes control for the various campaign audiences. The articles should be short, upbeat, and to-the-point. Newsletter placement opportunities include:
 - Retirement community newsletters
 - Church, mosque, and synagogue newsletters
 - AARP chapter newsletters
 - Union newsletters
 - Major employers' newsletters
 - Civic, social, and fraternal organization newsletters
 - Hospital newsletters

9. Adapt the feature story on “How to Plan a Healthy Family Reunion” for the other campaign audiences. Pitch a “healthy celebration” story to the Food Section editors of local papers. Ask a dietitian or a diabetes educator on your staff to serve as a media spokesperson who can give reporters additional tips, recipes, and menu ideas.
10. Pitch stories about diabetes control at strategic dates and times of the year. For example: November is National Diabetes Month; Summer is the time for family reunions; May is Seniors’ Month and a good time to pitch the Medicare Benefits story.

Anything you and your program do can be a story! You just need to package and pitch it to pique a reporter’s interest. Remember that every day the news media must fill their papers and airwaves with information. Controlling diabetes is an “evergreen” story that is not time-sensitive. Keep putting ideas and opportunities in front of the media. Be persistent and they’ll pay attention. They’ll see the story angle you’re offering to them and set to work.

7. How Should I Track and Monitor Awareness Campaign Activities?

The NDEP will be tracking and monitoring usage of the campaign messages in a variety of ways.

To track where and when the campaign's TV PSAs are broadcast, the videotapes have been encoded with a "sigma" signal that will be picked up each time the PSAs are played. The NDEP will send you quarterly reports on the TV PSA play to keep you informed of the results in your state.

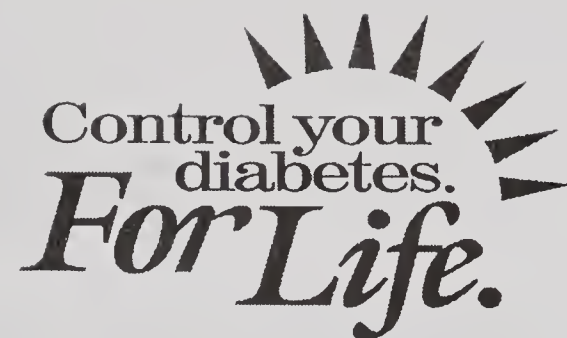
To gauge radio PSA play, the NDEP will request that stations fill out a business reply card that indicates their projected usage of the radio PSAs. The NDEP will send you quarterly reports on the radio PSA play as well.

To track placements of articles in newspapers and magazines, the NDEP uses a news clipping service that checks over 10,000 publications across the United States. All articles that mention the National Diabetes Education Program are clipped and sent to the NDEP. We will send you quarterly reports from the news clippings.

At the end of this section, we have included a campaign tracking form for you to use to track your distribution and placement of media messages and materials. Your efforts to use this form and send it to us each month will play a major part in helping us evaluate current activities and to plan future efforts.

8. Whom Do I Call for Help?

Feel free to call Faye Wong (CDC) at (800) 458-5231 or Joanne Gallivan (NIH) at (800) 458-5231 if you need help or want to brainstorm ideas.



**“CONTROL YOUR DIABETES. FOR LIFE.”
QUARTERLY CAMPAIGN TRACKING FORM**

Thank you for working with the National Diabetes Education Program to promote the *Control Your Diabetes. For Life.* campaign. To track the distribution and placement of media materials and evaluate the reach of the program, the NDEP is asking partners to report their activities in promoting the campaign.

The following form will assist you in reporting activities -- such as PSA placements, interviews, speaking engagements, distributing materials, etc. Please complete the form each quarter and fax it to Joanne Gallivan at NIH at

Your efforts to promote the *Control Your Diabetes. For Life.* campaign are greatly appreciated. Thank you.

ORGANIZATION: _____

CONTACT NAME : _____

PHONE NUMBER: _____ FAX NUMBER: _____

REPORT PERIOD: _____ to _____
Month / Year Month / Year

I. MEDIA & MATERIALS DISTRIBUTION

PSA CALLS AND PLACEMENTS

(List calls you have made to media outlets to place the NDEP public service announcements. Please note which PSAs you were promoting and when PSAs have actually been placed.)

DATE	OUTLET (station or publication name)	LOCATION	CONTACT	RESULT (placements, requests, comments, etc.)

MEDIA PLACEMENT AND OPPORTUNITIES

(List media placements and opportunities for media placement -- interviews, feature articles, TV news stories -- that your organization has done and promoted the NDEP.)

DATE	OUTLET (station or publication name)	LOCATION	CONTACT	MEDIA PLACEMENT OR OPPORTUNITY

MATERIALS MAILINGS

(List mailings you have completed to distribute the NDEP materials.)

DATE	# & TYPE OF MATERIALS SENT TO:	AUDIENCE TYPE:	# OF MAILINGS:	INFORMATION SENT:

Additional Comments:

II. OUTREACH ACTIVITIES

EVENT OR SPEAKING ENGAGEMENT

(List events, speaking engagements, and presentations you have conducted, been invited to, or exhibited at to promote the NDEP campaign.)

DATE	EVENT	LOCATION	AUDIENCE TYPE	NUMBER IN ATTENDANCE

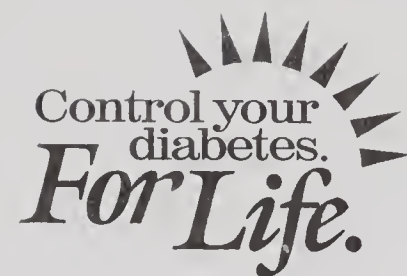
Additional Comments:



General Audience Campaign Component

- “Taking Control” TV PSA Storyboard and Videotape (see Campaign Box)
- Sample Letter to Radio Public Service Directors
- Live-Read Radio Script Templates
- Sample Letter to Newspaper and Magazine Advertising Directors
- “Control Your Diabetes. For Life” Print Ads for Magazines and Newspapers (See Campaign Box for 25 copies of each sheet)
- Media Kit Materials:
 - Sample Letter to Newspaper and Magazine Health Editors
 - Media Advisory Template
 - Logo Sheet (see Campaign Box)
 - 7 Principles for Controlling Your Diabetes for Life* (see Campaign Box)
 - Diabetes Resource Information
 - Snapshot of Diabetes
 - Diabetes Overview Fact Sheet
 - NDEP Executive Committee Media Contact List
 - Changing the Way Diabetes Is Treated (NDEP Fact Sheet)
 - NDEP Publications Resource List
- National Media Distribution Lists
 - Radio PSAs
 - Print Ads and Media Kits

**NDEP General Audience Campaign
Sample Letter to Radio Public Service Directors**



Dear Public Service Director:

Diabetes is a serious disease that is hitting our communities in epidemic proportions. A significant number of Americans with diabetes are not taking the necessary steps to manage this controllable disease. Take a look at the current statistics:

- Approximately 16 million Americans have diabetes, 5.4 million of whom do not know they have the disease.
- Each year about 800,000 people are diagnosed with diabetes.
- A significant number of people with type 2 diabetes have unacceptably high blood sugar levels, putting them at increased risk for serious diabetes-related complications.
- Diabetes is the leading cause of adult blindness, kidney failure, and amputations, and the sixth leading cause of death by disease.
- People with diabetes also are at an increased risk of heart disease and stroke.
- Minority populations are disproportionately affected by diabetes, especially African Americans, Hispanic/Latino Americans, American Indians, and Asian Americans and Pacific Islanders.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help Americans control their diabetes and take steps to avoid its devastating complications. The enclosed live read scripts are designed to support that work.

The "Control Your Diabetes. For Life." scripts encourage people with diabetes to take action to control their disease in order to enjoy a better quality of life. The "Healthy Summer Celebrations" scripts target family members and friends of people with diabetes and encourage them to support their loved ones with diabetes by making this summer's celebrations healthy ones.

Please use these scripts. Feel free to adapt them for your audience. You will be reminding your listeners with diabetes, and their family members, of the importance of managing this serious disease. And you will be encouraging your listeners to control their diabetes... *For Life!*

Thank you for your help in reducing the number of deaths and illness associated with diabetes in our communities. Your support is greatly appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

NDEP General Audience Campaign
“Control Your Diabetes. For Life.” Live Read Radio Script Templates



Control Your Diabetes. For Life. (:60 PSA)

If you have diabetes, here's an important message from the [organization]. Diabetes is a serious problem...but research shows that controlling diabetes makes a huge difference. Keep your blood sugar close to normal and you can reduce your chances of serious health problems such as blindness, kidney failure, and amputations.

Start by knowing your blood sugar numbers. Test your blood sugar on a regular basis and keep it in the normal range. Choose healthy foods and watch how much you eat. Make time for regular physical activity and take your medicine as prescribed.

Stick with your diabetes treatment plan and you'll feel better, have more energy, and stay healthy. Best of all...with your diabetes under control, you'll be around for family...for friends...for life.

Control your diabetes. For life. Call the [organization] at [phone number] to learn more.

Control Your Diabetes. For Life. (:30 PSA)

If you have diabetes, here's an important message from the [organization]. Diabetes is a serious problem ...but research shows that if you keep your blood sugar close to normal, you can reduce your chances of serious health problems such as blindness, kidney failure, and amputations.

Take charge of what you eat. Get regular physical activity. Test your blood sugar. And take your medicine as prescribed.

Control your diabetes. For life. Call the [organization] at [phone number] to learn more.

Control Your Diabetes. For Life (:20)

If you have diabetes, keep your blood sugar under control. Take charge of what you eat. Get regular exercise. Test your blood sugar. And take prescribed medicines. Control your diabetes. For life. Call the [organization] at [phone number] to learn more.



NDEP General Audience Campaign
“Healthy Summer Celebrations” Live Read Radio Script Templates



Healthy Summer Celebrations (:60)

It's summertime—time for family barbecues, picnics, and holiday gatherings -- and this important message from the [organization]. Make your summer celebrations a happy and healthy time for family members who have diabetes.

There's nothing harder for a person with diabetes than choosing healthy foods at a big family feast. Let your family members with diabetes know you're on their side. Serve a variety of low-fat, high fiber foods. That means a variety of fresh fruits and vegetables...grilled lean meats, fish, and chicken without the skin. Cut the fat by cutting down on mayo, oil, and butter. Increase the fiber with whole grain breads, peas, and beans.

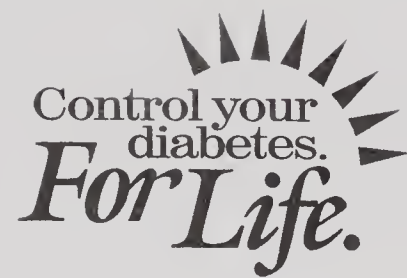
Make your summer celebrations a time to remember. Make it a time to help your loved ones control their diabetes for life. Call [organization] at [phone number] to learn more.

Healthy Summer Celebrations--(:30)

There's nothing harder for a person with diabetes than choosing healthy foods at a big family celebration. Let your family members with diabetes know you're on their side. Serve a variety of low fat, high fiber foods. That means a variety of fruits and vegetables... lean meats, fish and chicken...whole grain breads, peas, and beans. Help your family members control their diabetes for life. Call [organization] at [phone number] to learn more.



NDEP General Audience Campaign
Sample Letter to Newspaper or Magazine Advertising Director



Dear Advertising Director:

Diabetes is a serious disease that is hitting our communities in epidemic proportions. A significant number of Americans with diabetes are not taking the necessary steps to manage this controllable disease. Take a look at the current statistics:

- Approximately 16 million Americans have diabetes, 5.4 million of whom do not know they have the disease.
- Each year about 800,000 people are diagnosed with diabetes.
- A significant number of people with type 2 diabetes have unacceptably high blood sugar levels, putting them at increased risk for serious diabetes-related complications.
- Diabetes is the leading cause of adult blindness, kidney failure, and amputations, and the sixth leading cause of death by disease.
- People with diabetes also are at an increased risk of heart disease and stroke.
- Minority populations are disproportionately affected by diabetes, especially African Americans, Hispanic/Latino Americans, American Indians, and Asian Americans and Pacific Islanders.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help Americans control their diabetes and take steps to avoid its devastating complications. The enclosed print public service advertisements are designed to support that work.

Both ads address the seriousness of diabetes and encourage people with type 2 diabetes to control their blood sugar levels and enjoy a better quality of life. The ads also provide information on how to control diabetes and include the National Diabetes Education Program's toll-free telephone number so your readers can request free diabetes information.

By including the print public service advertisements in your publication you will remind your readers with diabetes, and their family members, of the importance of managing this serious disease. And you will encourage your readers to take charge of their diabetes... *For Life!*

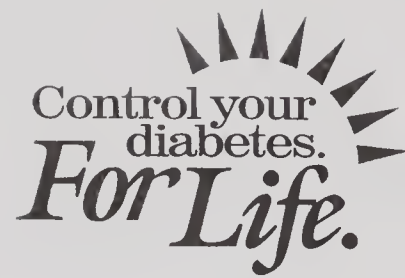
Thank you for your help in reducing the number of deaths and illnesses associated with diabetes in our communities. Your support is greatly appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

**NDEP General Audience Campaign
Sample Letter to Newspaper and Magazine Health Editors**



Dear Health Editor:

According to recent data from the Third National Health and Nutrition Examination Survey (NHANES III), more than one out of three of your readers with type 2 diabetes do not have their diabetes under control. Poor blood sugar control puts people with diabetes, especially minority populations, at increased risk for serious diabetes-related complications – blindness, kidney failure, amputations, heart disease, and stroke.

We must take action to encourage the 16 million Americans with diabetes to lower their blood sugar levels to reduce their risk of diabetes' devastating complications. To address this critical situation, the National Diabetes Education Program (NDEP), a joint program of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), is reinforcing its *Control Your Diabetes. For Life.* campaign with new messages and materials.

The campaign messages are designed to motivate people with diabetes to manage the disease by choosing healthy foods, getting regular physical activity, taking medications as prescribed, and knowing their blood sugar numbers.

By including information about the National Diabetes Education Program's *Control Your Diabetes. For Life.* campaign in your publication, you can help us get these important messages out. Your readers will not only learn that any reduction in their blood sugar levels will improve their quality of life, but they will also learn how they can accomplish that goal.

Enclosed is a feature article about the NHANES III data and the *Control Your Diabetes. For Life.* campaign. We hope you will use or adapt the article in a current issue of your publication. Also enclosed are diabetes background information and a list of diabetes experts who would be happy to talk with you. We can also arrange for you to speak with diabetes patients. If you would like to arrange an interview, or have any questions, please feel free to call {NAME} at {PHONE NUMBERS}.

We will call you soon to follow up on how we can work together to reduce the deaths and disability associated with diabetes.

Sincerely,



Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

FOR IMMEDIATE RELEASE
{DATE}

Contact: {CONTACT NAME AND
PHONE NUMBER}

**SIGNIFICANT NUMBERS OF PEOPLE WITH TYPE 2 DIABETES
ARE NOT CONTROLLING THEIR BLOOD SUGAR LEVELS**

{CITY, STATE} -- New data from the Third National Health and Nutrition Examination Survey (NHANES III) show that more than half of people with type 2 diabetes in the United States have unacceptably high blood sugar levels, putting them at increased risk for serious diabetes-related complications. To address this critical health problem {INSERT YOUR ORGANIZATION'S NAME} and the National Diabetes Education Program, a joint program of the National Institutes of Health and the Centers for Disease Control and Prevention, are reinforcing the *Control Your Diabetes. For Life.* awareness campaign with new messages and materials. The campaign encourages the 16 million Americans with diabetes to take steps now to control their blood sugar levels.

"Fewer than half (44.6 percent) of type 2 diabetes patients in this national study had hemoglobin A1c levels of less than 7.0 percent. This is the level the American Diabetes Association (ADA) considers to be the goal for people with diabetes," said {NAME AND TITLE}. The hemoglobin A1c test, considered the best test for measuring blood sugar control, is a simple lab test that measures a person's average blood sugar level over the 3-month period prior to the test. "Even more disturbing is that 37 percent of people with type 2 diabetes had hemoglobin A1c values greater than 8.0 percent. This is the level at which the ADA recommends that patients work with their health care providers to intensify their treatment to improve blood sugar levels," noted {NAME}.

The NHANES III survey also found that more African American women (50 percent) and Mexican American men (45 percent) had hemoglobin A1c levels above 8.0 percent compared with other ethnic groups. This finding is significant because minority populations are disproportionately affected by diabetes and they experience higher rates of the complications associated with the disease.

-more-

Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

"The NHANES data demonstrate that many patients are in poor control," said {NAME}. "We must take action because controlling blood sugar levels now is the key to reducing the risk of diabetes complications such as blindness, kidney failure, and lower limb amputations." Scientific studies provide compelling evidence that maintaining blood sugar levels at less than 7.0 percent, as measured by the hemoglobin A1c test, may significantly reduce the risk of these diabetes complications.

The {INSERT YOUR ORGANIZATION'S NAME} and the National Diabetes Education Program's *Control Your Diabetes. For Life.* campaign recommend that people with diabetes eat healthy foods in the right amounts, get regular physical activity, take prescribed medications, test their blood sugar levels regularly, and get a hemoglobin A1c test at least twice a year. "By following these steps, people with diabetes will not only reduce their risk of developing the devastating complications associated with diabetes, but they also can feel better, have more energy, and ultimately enjoy a better quality of life," said {NAME}.

Television, radio, and print public service advertisements for the *Control Your Diabetes. For Life.* campaign specifically target the many groups affected by diabetes: Caucasians, African Americans, Hispanic/Latino Americans, Asian and Pacific Islander Americans, and American Indians. The campaign also is a key strategy of the President's Initiative on Race, which is designed to improve the health status of America's racial and ethnic populations.

To help people with diabetes control their disease, the {INSERT YOUR ORGANIZATION'S NAME} and the National Diabetes Education Program are offering a free booklet called *7 Principles for Controlling Your Diabetes for Life*. The booklet provides patients with checklists and questions to ask their health care providers about their diabetes care. This booklet and other diabetes education materials are available for patients, their family members, and health care providers by calling {INSERT YOUR ORGANIZATION'S PHONE NUMBER OR LIST THE NDEP'S #: 1-800-438-5383} or by visiting {INSERT YOUR ORGANIZATION'S WEBSITE ADDRESS OR LIST THE NDEP WEBSITES: <http://ndep.nih.gov> or <http://www.cdc.gov/diabetes/>.}



NATIONAL
DIABETES
EDUCATION
PROGRAM

Diabetes Resource Information

These resources will help people with diabetes and their family members find information on diabetes and how to stay healthy. The organizations listed below provide information about healthy foods, recipes, physical activity and other materials for people with diabetes.

American Association of Diabetes Educators

To find a diabetes teacher near you:

1-800-TEAMUP4 (1-800-832-6874)

<http://www.aadenet.org>

American Diabetes Association

1-800-DIABETES (1-800-342-2383)

<http://www.diabetes.org> click "Diabetes Info."

Information on all aspects of controlling diabetes.

American Dietetic Association

216 W. Jackson Boulevard, Ste. 800

Chicago, IL 60606-6995

1-800-877-1600

Consumer nutrition hotline 1-800-366-1655

<http://www.eatright.org>

Information on diabetes management for patients and diabetes educators.

Food and Nutrition Information Center

National Agricultural Library/USDA

10301 Baltimore Blvd, Rm. 304

Beltsville, MD 20705-2351

(301) 504-5719

Directory of free or low-cost food & nutrition materials.

National Cancer Institute

National Institutes of Health

Building 31, Room 10A24

Bethesda, MD 20892

1-800-4-CANCER

www.nci.nih.gov

Diet, nutrition, and cancer prevention booklets.

National Diabetes Education Program and National Diabetes Information Clearinghouse (NDIC)

1 Information Way

Bethesda, MD 20892-3560

1-800-438-5383

<http://ndep.nih.gov> and ndic@info.niddk.nih.gov

Free booklets to help you learn more about controlling diabetes and food choices.

National Heart, Lung and Blood Institute

Information Center

P.O. Box 30105

Bethesda, MD 20824-0105

(301) 592-8573

(301) 592-8563 fax

www.nhlbi.nih.gov

Information on the prevention and treatment of heart, lung, and blood diseases.

Office of Minority Health Resource Center

PO Box 37337

Washington, DC 20013

1-800-444-6472

www.omhrc.gov

Information on diabetes materials available for minority populations.

President's Council on Physical Fitness and Sports

701 Pennsylvania Avenue, NW

Suite 250

Washington, DC 20004

<http://www.surgeongeneral.gov>

Weight-Control Information Network

1 Win Way

Bethesda, MD 20892-3665

1-800-WIN-8098

win@info.niddk.nih.gov

Free brochures on physical fitness and weight management.



Snapshot of Diabetes Fact Sheet

THE FACTS ABOUT AMERICA'S SIXTH LEADING CAUSE OF DEATH BY DISEASE

What is diabetes?

Diabetes is a chronic metabolic disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches, and other food into energy.

How many Americans have diabetes?

- About 16 million Americans have diabetes; that's about 6 percent of the population. About 5.4 million of these people do not know they have the disease.¹
- Each year, 798,000 people are diagnosed with diabetes.¹
- The number of people diagnosed with diabetes has risen from 1.5 million in 1958 to 10.3 million in 1997, a sixfold increase.^{1,2}

What is the prevalence of diabetes by type?

- Type 1 diabetes accounts for 5 to 10 percent of all diagnosed cases of diabetes.¹
- Type 2 diabetes accounts for 90 to 95 percent of all diagnosed cases of diabetes.¹

What is the prevalence of diabetes by gender?

- 7.5 million men have diabetes (8.2 percent of all men age 20 years and older).¹
- 8.1 million women have diabetes (8.2 percent of all women age 20 years and older).¹

What is the prevalence of diabetes by age?

- 6.3 million Americans age 65 or older have diabetes -- 18.4 percent of this age group.¹
- 15.6 million Americans age 20 or older have diabetes -- 8.2 percent of this age group.¹

What is the prevalence of diabetes by race/ethnicity?

African Americans

- 2.3 million African Americans age 20 or older have diabetes -- 10.8 percent of this group.¹
- African Americans are 1.7 times as likely to have diabetes as Caucasians of similar age.¹

Hispanic Americans

- On average, Hispanic Americans are almost twice as likely to have diabetes as non-Hispanic whites of similar age.¹

Asian Americans and Pacific Islanders

- Prevalence data for diabetes among Asian Americans and Pacific Islanders are limited. Some groups within this population are at increased risk for diabetes.¹
- Data collected from 1988 to 1995 suggest that Native Hawaiians are twice as likely to have diagnosed diabetes as Caucasian residents of Hawaii.¹

Native Americans

- Rates of diabetes vary widely among Native American tribes, bands, pueblos and villages, ranging anywhere from 5 to 50 percent.¹

Caucasians

- 11.3 million non-Hispanic whites age 20 or older have diabetes -- 7.8 percent of this group.¹

How does diabetes occur geographically?

- In Mississippi, 17 percent of adults ages 65 to 74 have diabetes – the highest prevalence in the United States for this age group. In addition, 8.5 percent of adults ages 45 to 64 in Mississippi have diabetes.³
- In Texas, 15.2 percent of adults ages 65 to 74 have diabetes – the second-highest prevalence in the United States for this age group. In addition, 9 percent of adults ages 45 to 64 in Texas have diabetes.³
- In Alaska, Delaware, Louisiana, Pennsylvania, and South Carolina, approximately 14 percent of adults ages 65 to 74 have diabetes.³
- In 31 states and the District of Columbia, the prevalence of diabetes for adults ages 65 to 74 falls between 10 percent and 14 percent.³
- In Tennessee, 9.1 percent of adults ages 45 to 64 have diabetes – the highest prevalence in the United States for this age group.³
- In addition to Tennessee, Texas, and Mississippi, the following states have the highest prevalence of diabetes among adults ages 45 to 64: Louisiana (8.7 percent), Michigan (8.5 percent), Arkansas (8.2 percent), South Carolina (8.2 percent), and West Virginia (8 percent).³

How many deaths are linked to diabetes?

- Diabetes contributed to 187,800 deaths in 1995.¹
- Diabetes was the 7th leading cause of death listed on U.S. death certificates in 1995 (6th leading cause of death by disease).¹

- Studies have found death rates to be twice as high among middle-aged people with diabetes as among middle-aged people without diabetes.¹

How much does diabetes cost the nation?

- Total health care and related costs for the treatment of diabetes run about \$98.2 billion annually.⁴
- Of this total, direct medical costs (e.g., hospitalizations, medical care, treatment supplies) account for about \$44.1 billion.⁴
- The other \$54.1 billion covers indirect costs such as disability payments, time lost from work, and premature death.⁴

¹National Diabetes Fact Sheet: National estimates and general information on diabetes in the United States. National Institutes of Health, et al, 1997.

²*Diabetes in America* (2nd Edition). National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health; NIH Publication #95-1468, 1995.

³Behavioral Risk Factor Surveillance System, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, 1993-1995.

⁴American Diabetes Association. "Economic Consequences of Diabetes Mellitus in the U.S. in 1997," *Diabetes Care* 1998; 21(2): 296-309.



Diabetes Overview Fact Sheet

Diabetes mellitus is one of the most common and serious chronic diseases in the United States. About 16 million Americans have diabetes, 5.4 million of whom do not know they have the disease. Each year, approximately 800,000 people are diagnosed with diabetes. The prevalence of diabetes has increased steadily in the last half of this century and will continue to rise with the aging U.S. population, the growth in minority populations most susceptible to type 2 diabetes, and the increasing prevalence of obesity among Americans.

WHAT IS DIABETES?

Diabetes is a metabolic disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches, and other food into energy needed for daily life. Diabetes is characterized by high levels of blood glucose (sugar).

WHAT ARE THE DIFFERENT TYPES OF DIABETES?

There are three main types of diabetes:

- Type 1 diabetes
- Type 2 diabetes
- Gestational diabetes

Type 1 diabetes, formerly called insulin-dependent diabetes mellitus (IDDM) or juvenile-onset diabetes, is an autoimmune disease that results when the body's immune system attacks and destroys its own insulin-producing beta cells in the pancreas. People with type 1 diabetes need daily injections of insulin to live. Type 1 diabetes develops most often in children or young adults and accounts for about 5 to 10 percent of diagnosed diabetes in the United States. Although risk factors are not well defined for type 1 diabetes, autoimmune, genetic and environmental factors are involved in its development.

Type 2 diabetes, formerly called noninsulin-dependent diabetes mellitus (NIDDM) or adult-onset diabetes, is a disease that occurs when the body makes enough insulin but cannot use it effectively. This form of diabetes usually develops in adults over the age of 40. About 90 to 95 percent of people with diabetes have type 2; about 80 percent are overweight. Type 2 diabetes is more common among people who are older; obese; have a family history of diabetes; have had gestational diabetes; and, are of African American, Hispanic American, Asian American, Pacific Islander, and Native American ethnicities.

Gestational diabetes develops or is discovered during pregnancy. This type usually disappears when the pregnancy is over, but women who have had gestational diabetes have a greater risk of developing type 2 diabetes later in their lives.

Revised May 1999

WHAT IS THE SCOPE AND IMPACT OF DIABETES?

Diabetes is widely recognized as one of the leading causes of death and disability in the United States. It was the seventh leading cause of death listed on U.S. death certificates in 1995 and contributed to 187,800 deaths that same year.

Both type 1 and type 2 diabetes are associated with long-term complications that threaten life and the quality of life. Diabetes is the leading cause of adult blindness, end-stage renal disease, and nontraumatic lower-extremity amputations (as a result of nerve disease). People with diabetes are 2 to 4 times more likely to have coronary heart disease and stroke than people without diabetes. In addition, poorly controlled diabetes can complicate pregnancy, and birth defects are more common in babies born to women with diabetes.

Diabetes costs the United States \$98.2 billion each year. Medical costs for diabetes care -- including hospitalizations, medical care, and treatment supplies -- total \$44.1 billion. Indirect costs -- including disability payments, time lost from work, and premature death -- total \$54.1 billion.

HOW IS DIABETES DIAGNOSED?

Symptoms of type 1 diabetes usually develop over a short period of time, although beta cell destruction can begin months, even years, earlier. Symptoms include increased thirst and urination, constant hunger, weight loss, blurred vision, and extreme fatigue. If not diagnosed and treated with insulin, a person can lapse into a life-threatening coma.

The symptoms of type 2 diabetes develop gradually and are not as noticeable as in type 1 diabetes. Symptoms include feeling tired or ill, frequent urination (especially at night), unusual thirst, weight loss, blurred vision, frequent infections, and slow-healing wounds and sores.

Diabetes is diagnosed when the fasting plasma glucose is 126mg/dl or greater, or if a non-fasting plasma glucose is 200 mg/dl or greater on two subsequent days.

HOW IS DIABETES MANAGED?

Diabetes is a self-managed disease because people with diabetes must take responsibility for their day-to-day care. Much of the daily care involves keeping blood glucose near normal levels at all times.

Management of type 1 diabetes: People with type 1 diabetes need daily injections of insulin because their bodies no longer produce insulin. Treatment requires a strict regimen that typically includes a carefully calculated diet, planned physical activity, self-testing of blood glucose, and multiple daily insulin injections.

Management of type 2 diabetes: Treatment for people with type 2 diabetes typically includes diet management, exercise, self-testing of blood glucose, and, in some cases, oral medication and/or insulin. Approximately 40 percent of people with type 2 diabetes require insulin injections.

The goal of diabetes management is to keep blood glucose levels as close to a normal range as safely possible, while avoiding blood glucose levels that are too high (hyperglycemia) or too low (hypoglycemia). Two major studies of diabetes among type 1 and type 2 patients demonstrate the benefits of blood glucose control.

Revised May 1999

The Diabetes Control and Complications Trial (DCCT), showed that intensive blood glucose control in people with type 1 diabetes delayed the onset and progression of eye disease, kidney disease, and nerve disease, reducing the risk by 35 percent to more than 70 percent, by lowering hemoglobin A_{1c} from 9 to 7 percent.² The United Kingdom Prospective Diabetes Study (UKPDS) showed that intensive blood glucose control in people with type 2 diabetes delayed the onset of eye and kidney disease, reducing the risk by 12 to 33 percent, by lowering hemoglobin A_{1c} levels from about 8 to 7 percent.³ These studies further showed that *any* sustained lowering of blood glucose helps, even if the person has a history of poor control. The degree of risk reduction for the change in hemoglobin A_{1c} in the two studies was about the same.

Both the DCCT and UKPDS also shed light on the relationship between blood glucose control and cardiovascular disease. In both studies, there was a trend toward reduced cardiovascular disease with intensive blood glucose control. The UKPDS also showed that lowering blood pressure to normal significantly reduced the risk for all diabetes complications.⁴

WHAT ARE THE MAJOR DIABETES ADVANCES?

In recent years, advances in diabetes research have led to better ways to manage diabetes and treat its complications. Major advances include:

- New forms of purified insulin that are less likely to cause allergic reactions and are nearly identical to the insulin naturally produced by the body.
- Development of external and implantable insulin pumps that deliver appropriate amounts of insulin, replacing daily injections.
- New oral medications to improve control of type 2 diabetes.
- Better ways for patients, doctors, and other health professionals to monitor blood glucose--notably, new devices for self-monitoring of blood glucose, which is performed by the patient, and the hemoglobin A_{1c} (also called H-b-A-one-c) laboratory test, which measures blood glucose control during the previous 3-month period.
- Effective treatment for diabetic eye disease.
- Better ways to manage diabetic pregnancies, improving chances of successful outcomes.
- Treatment strategies to reduce damage to the kidneys, eyes, and nerves.

Adapted from *Diabetes Overview*. National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health, NIH Publication No. 96-3873, October 1995.

¹Report of the Executive Committee on the Diagnosis and Classification of Diabetes Mellitus. *Diabetes Care*. 1997 July; 20 (7): 1183-97.

²The Effect of Intensive Treatment of Diabetes on the Development and Progression of Long-Term Complications in Insulin-Dependent Diabetes Mellitus. *The New England Journal of Medicine*. 1993 September 30; 329 (14): 977-86.

³ United Kingdom Prospective Diabetes Study Group: Intensive blood-glucose control with sulphonylureas or insulin compared with conventional treatment and risk of complications in patients with type 2 diabetes (UKPDS 33). *Lancet* 352: 837-853, 1998.

⁴ United Kingdom Prospective Diabetes Study Group: Tight blood pressure control and risk of macrovascular and microvascular complications in type 2 diabetes (UKPDS 38). *BMJ* 317:703-713, 1998.



Changing the Way Diabetes Is Treated

Purpose

The **National Diabetes Education Program** is a federally-sponsored initiative that involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of diabetes.

Sponsors

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are jointly sponsoring the development of the program.

Need

Current scientific evidence demonstrates that much of the morbidity and mortality of diabetes can be eliminated by aggressive treatment with diet, exercise, and new pharmacology approaches to normalize blood glucose levels. Unfortunately, a wide gap still exists between current and desired diabetes care and practices.

In addition, public awareness about diabetes is very low, despite the fact that the disease is one of the leading causes of death and disability in the United States—affecting an estimated **16 million Americans**, including 5.4 million who are undiagnosed.

Goal

The goal of the program is to reduce the morbidity and mortality associated with diabetes and its complications.

Objectives

The National Diabetes Education Program's objectives are:

- To increase public awareness of the seriousness of diabetes, its risk factors, and potential strategies for preventing diabetes and its complications.
- To improve understanding about diabetes and its control and to promote better self-management behaviors among people with diabetes.
- To improve health care providers' understanding of diabetes and its control and to promote an integrated approach to care.
- To promote health care policies that improve the quality of and access to diabetes care.

Audiences

The National Diabetes Education Program's target audiences include:

- People with diabetes and their families (with special attention to Hispanic Americans, African Americans, Asian Americans, Pacific Islanders, and Native Americans)
- General public
- Health care providers
- Health care payers, purchasers, and policy makers

Strategies

The National Diabetes Education Program is:

- Creating program partnerships with other organizations concerned about diabetes and the health status of their constituents.
- Developing and implementing ongoing diabetes awareness and education activities.
- Identifying, developing, and disseminating educational tools and resources, including those that address the needs of special populations.
- Developing and disseminating guiding principles that promote quality diabetes care.
- Promoting policies and activities to improve the quality of and access to diabetes care.

Steering Committee

The program's Steering Committee organizations include:

- American Academy of Family Physicians • American Academy of Nurse Practitioners • American Association of Clinical Endocrinologists • American Association of Diabetes Educators • American College of Physicians • American Diabetes Association • American Dietetic Association • American Pharmaceutical Association • Association of American Indian Physicians • Association of Asian/Pacific Community Health Organizations • California Diabetes Control Program • Endocrine Society • General Motors Corporation • Juvenile Diabetes Foundation International • Links, Inc. • Lions Clubs International • Michigan Diabetes Research and Training Center • Mutual of Omaha Companies • National Coalition of Hispanic Health & Human Services Organizations • National Kidney Foundation • National Medical Association • Prudential Center for Health Research • Puerto Rican Association of Diabetes Educators • Kaiser Permanente (Stockton, CA) • Vanderbilt University Diabetes Research and Training Center • Wyoming Diabetes Control Program

Getting Involved

The program is forming partnerships with organizations concerned about diabetes and the health status of their constituents. Partners can work with the National Diabetes Education Program in a variety of ways. You can adopt the program's messages and tailor them for your members or constituents. You can disseminate information to the media, coordinate education activities, and share resources with other partner organizations. You can also work with the program to influence the health delivery system to improve quality and access.

For More Information

To learn more about the National Diabetes Education Program, please contact:

You may also visit the National Diabetes Education Program's web sites at [http:// ndep.nih.gov/](http://ndep.nih.gov/) or [http:// www.cdc.gov/](http://www.cdc.gov/) or call 1-800-438-5383 for updates on the program's progress, and to obtain diabetes education materials for patients and health care providers.



NDEP Publications Resource List

MATERIALS FOR PATIENTS

Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy (NDEP-8)

This 2-color patient education booklet provides an action plan for diabetes control that includes tips for knowing blood sugar levels, reaching blood sugar goals, and maintaining blood sugar control. NIH Publication No. 98-4351

Tome su diabetes en serio, para que no se vuelva cosa seria. Recomendaciones para sentirse mejor y estar más saludable. (NDEP-9)

Spanish version of *Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy*.

Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control. (NDEP-10)

This reproducible, black-and-white patient education brochure provides information on measuring blood sugar levels using the hemoglobin A_{1c} test and the finger-stick test (with a blood glucose monitor). NIH Publication No. 98-4350

Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo. (NDEP-11)

Spanish version of *Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control*.

7 Principles for Controlling Your Diabetes for Life. (NDEP-17)

This easy-to-read brochure for people with diabetes describes the essential components of quality diabetes care in a checklist form. NIH Publication No. 98-4343L.

7 Principios para controlar la diabetes durante toda la vida (NDEP-18)

Spanish version of the *7 Principles for Controlling Your Diabetes for Life*. NIH Publication No. 98-4343S

Now! Expanded Coverage for Diabetes — Medicare & You (NDEP-19)

This brochure provides information on expanded benefits for diabetes equipment and supplies for Medicare beneficiaries who have diabetes.

Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes. (NDEP-30)

Spanish version of *Now! Expanded Coverage for Diabetes — Medicare & You*.

MATERIALS FOR HEALTH CARE PROVIDERS

Control Your Diabetes. For Life. Campaign Guide for Partners (NDEP-15)

This 48-page practical guide is designed to help partner organizations disseminate the *Control Your Diabetes. For Life*. campaign messages. NIH Publication No. 99-2131

Control Your Diabetes. For Life. Campaign Poster (NDEP-32)

This 4-color poster shows the “Many Faces of Diabetes” and reinforces the campaign theme.

Diabetes: A Guide for Communities (NDEP-21)

A how-to kit including ideas, tools, and guidelines for community partnerships and diabetes activities.

Diabetes Numbers At-a-Glance (NDEP-12)

This quick-reference pocket guide for health care providers lists criteria for diagnosing diabetes and treating people with diabetes.

***Guiding Principles of Diabetes Care* (NDEP-16)**

This booklet describes the essential components of quality diabetes care for people with diabetes, their families, health care providers, and insurers. NIH Publication No. 98-4343

***Guía de Principios para el Cuidado de la Diabetes* (NDEP-20)**

Spanish Version of *Guiding Principles of Diabetes Care*.

***Medicare Benefits and Controlling Your Diabetes Community Kit* (NDEP-22)**

This kit provides organizations with tools to promote the expanded benefits for Medicare recipients for diabetes equipment and supplies.

***How Can Medicare Help You Control Your Diabetes? Poster* (NDEP-31)**

This poster provides information about Medicare's Expanded Coverage for Diabetes equipment and monitoring supplies.

VIDEOTAPES AND MEDIA KITS***Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS)* (NDEP-23)**

Includes: "Taking Control" 30-second general audience PSA; "Family Reunion" 30-second African American PSA; "Thunder and Lightning" 30-second Hispanic/Latino PSA in English; "Couple in Rain" 15-second Hispanic/Latino PSA; "Stubborn Cow" 15-second Hispanic/Latino PSA; "Snow Storm" 15-second Hispanic/Latino PSA; "Future Generations" 30-second American Indian PSA; "Medicare Benefits—Controlling Your Diabetes" 30-second Seniors PSA; "Beneficios del Medicare—Controlando su Diabetes" 30-second Hispanic/Latino Seniors PSA.

***Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS)* (NDEP-14)**

Includes: "Many Faces of Diabetes" 60-, 30-, and 15-second general audience PSAs; "Rayos y Truenos" 30-second PSA in Spanish; message from U.S. Surgeon General Dr. David Satcher; and campaign launch video news release.

***Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS)* (NDEP-24)**

This video introduces the National Diabetes Education Program and its purpose, goals, and objectives. Presents reasons why health care providers should participate in the program and information on the devastating effects of diabetes.

***General Audience Campaign Media Kit* (NDEP-25)**

Focuses on seriousness of diabetes and importance of controlling blood sugar levels. Includes sample news release, diabetes statistics, resources, educational materials for people with diabetes, print public service ads, and live-read radio scripts.

***African American Media Kit* (NDEP-26)**

Focuses on seriousness of diabetes in the African American population with a "Family Reunion" theme. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***American Indian Media Kit* (NDEP-27)**

Focuses on seriousness of diabetes in the American Indian population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Asian American and Pacific Islander Media Kit* (NDEP-28)**

Focuses on seriousness of diabetes in the Asian American/Pacific Islander population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Hispanic and Latino Media Kit* (NDEP-29)**

Focuses on seriousness of diabetes in Hispanic and Latino population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

Publication Order Form

Materials for Patients

ITEM	Number of copies	Number of packages	Total
(NDEP-8) <i>Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy</i> Single copy free. Package of 50: \$5			
(NDEP-9) <i>Tome su diabetes en serio, para que no se vuelva cosa seria.</i> <i>Recomendaciones para sentirse mejor y estar más saludable.</i> Single copy free. Package of 50: \$5			
(NDEP-10) <i>Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control</i> Single copy free. Package of 50: \$5			
(NDEP-11) <i>Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo.</i> Single copy free. Package of 50: \$5			
(NDEP-17) <i>7 Principles for Controlling Your Diabetes for Life.</i> Single copy free. Package of 50: \$5			
(NDEP-18) <i>7 Principios para controlar la diabetes para toda la vida</i> Single copy free. Package of 50: \$5			
(NDEP-19) <i>Now! Expanded Coverage for Diabetes — Medicare & You</i> Up to 50 free. Additional packages of 25: \$1			
(NDEP-30) <i>Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes.</i> Up to 50 free. Additional packages of 25: \$1			

Materials for Health Care Providers

ITEM	Number of copies	Number of packages	Total
(NDEP-15) <i>Control Your Diabetes. For Life. Campaign Guide for Partners</i> Single copy free. Each additional copy: \$3			
(NDEP-32) <i>Control Your Diabetes. For Life. Campaign Poster</i> Single copy free. Each additional copy: \$1 (Limited quantity available)			
(NDEP-21) <i>Diabetes: A Guide for Communities</i> Single copy free. Each additional copy: \$3			
(NDEP-12) <i>Diabetes Numbers At-a-Glance</i> Single copy free. Package of 10: \$5			
(NDEP-16) <i>Guiding Principles of Diabetes Care</i> Single copy free. Package of 50: \$5			
(NDEP-20) <i>Guía de Principios para el Cuidado de la Diabetes</i> Single copy free. Package of 50: \$5			

(NDEP-22) Medicare Benefits and Controlling Your Diabetes Community Kit Single copy free. Each additional copy: \$2			
(NDEP-31) How Can Medicare Help You Control Your Diabetes? Poster Single copy free. Each additional copy: \$1			
Videotapes & Media Kits			
ITEM	Number of copies	Number of packages	Total
(NDEP-23) Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS) \$10 each copy			
(NDEP-14) Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS) \$10 each copy			
(NDEP-24) Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS) \$10 each copy			
(NDEP-25) General Audience Campaign Media Kit Single copy free. Each additional copy: \$1			
(NDEP-26) African American Media Kit Single copy free. Each additional copy: \$1			
(NDEP-27) American Indian Media Kit Single copy free. Each additional copy: \$1			
(NDEP-28) Asian American/Pacific Islander Media Kit Single copy free. Each additional copy: \$1			
(NDEP-29) Hispanic/Latino Media Kit Single copy free. Each additional copy: \$1			
Grand Total			\$

Includes Shipping

Please note that many of the print materials listed on this form, as well as radio PSA scripts and a complete slide presentation about diabetes and the NDEP are available for downloading from the National Diabetes Education Program web site at <http://ndep.nih.gov>. Government publications and audio-visual materials are not subject to copyright restrictions. You are encouraged to duplicate and distribute as many copies as desired.

Please print
clearly and
provide all necessary
mailing
information.

Make checks payable
to NDIC.

Bulk orders must be
prepaid in U.S. dollars

Please do not send
cash.

Name _____

Title/Organization _____

Address _____

City _____ State _____

ZIP _____ Telephone _____

Please return this order form with payment to
National Diabetes Information Clearinghouse

1 Diabetes Way, Bethesda, MD 20892-3600 (Please use 9-digit ZIP code)
Tel: (301) 654-3327 Fax: (301) 907-8906 E-mail: ndic@info.niddk.nih.gov
Allow 4 to 6 weeks for delivery.

Revised May 1999

**I'm controlling
my diabetes
so I'll be
around for my
grandchildren.**



**Controlling diabetes
makes a huge difference.**

I know I'm controlling my diabetes because I keep track of my blood sugar numbers. I watch what I eat, make time for regular physical activity, and take my medicine as prescribed.

With my diabetes under control, I feel a lot better and have more energy. Best of all, I'm going to be around for my family... for my friends... for life.



Call 1-800-438-5383 to learn more.
Or visit us at <http://ndep.nih.gov>.



A joint program of
the National
Institutes of
Health and the
Centers for
Disease Control
and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

2 1/16"x10"

**I'm controlling my diabetes so
I'll be around for my grandchildren.**



**Controlling diabetes
makes a huge difference.**

I know I'm controlling my diabetes because I keep track of my blood sugar numbers. I manage my diabetes by watching what I eat, making time for regular physical activity, and taking my medicine as prescribed.

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A joint program of
the National
Institutes of Health
and the Centers for
Disease Control
and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

4.5"x5.25"

Controlling diabetes makes a huge difference.



I'm controlling my diabetes so I'll be around for my family... for my friends... for life.

Control your diabetes. For life.

For more information, please call
1-800-438-5383. Or visit us at
<http://ndep.nih.gov>.

A joint program of the National Institutes of Health
and the Centers for Disease Control and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

4.5"x2"



A PUBLIC SERVICE OF THIS PUBLICATION

A joint program of
the National
Institutes of Health
and the Centers for
Disease Control
and Prevention.

I'm controlling my diabetes so I'll be around for my family... for my friends... for life. Control your diabetes. For life. For more information, please call 1-800-438-5383. Or visit us at <http://ndep.nih.gov>.



**Controlling
diabetes makes a
huge difference.**

2 1/16"x5 1/4"

National Diabetes Education Program: "Control Your Diabetes. For Life." Newspaper Ads (65 line screen).
This artwork is camera-ready and may be reprinted and disseminated without permission.

I'm controlling my diabetes so I'll be around for my grandchildren.

Controlling diabetes makes a huge difference.



I know I'm controlling my diabetes because I keep track of my blood sugar numbers. I manage my diabetes by watching what I eat, making time for regular physical activity, and taking my medicine as prescribed.

With my diabetes under control, I feel a lot better and have more energy. Best of all, I'm going to be around for my family... for my friends... for life.

Call 1-800-438-5383 to learn more.
Or visit us at our website: <http://ndep.nih.gov>.

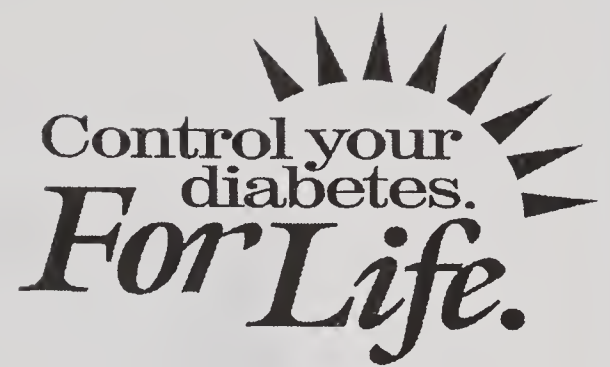


NATIONAL
DIABETES
EDUCATION
PROGRAM

A joint program
of the National
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Disease Control
and Prevention.

Control your
diabetes.
For Life.

A PUBLIC SERVICE OF THIS PUBLICATION



**CONTROL YOUR DIABETES. FOR LIFE.
GENERAL AUDIENCE CAMPAIGN**

**Media Distribution List
(Print & Radio)**

Criteria

- Publications and stations within the top 50 demographic markets and a geographic sampling of smaller markets.
 - Daily and weekly newspapers with a +40,000 circulation in the top 50 markets and the geographic sampling of smaller markets (248 total)
 - Selected radio stations in the top 50 markets that appeal to general audience – adult contemporary, adult standards, news, talk, middle of the road, contemporary top 40, classical, jazz, religious, easy listening, news, oldies, big band, country (360 total)

General Audience Campaign NEWSPAPERS

Publication:	City:	ST:	Phone:	Fax:
Anchorage Daily News	Anchorage	AK		
The Montgomery Advertiser	Montgomery	AL		
The Huntsville Times	Huntsville	AL		
The Tuscaloosa News	Tuscaloosa	AL		
The Birmingham News	Birmingham	AL		
Pine Bluff Commercial	Pine Bluff	AR		
Arkansas Democrat-Gazette	Little Rock	AR		
Arizona Daily Wildcat	Tucson	AZ		
The Arizona Republic	Phoenix	AZ		
Scottsdale Tribune	Scottsdale	AZ		
The Fresno Bee	Fresno	CA		
The San Diego Union-Tribune	San Diego	CA		
Daily News	Woodland Hills	CA		
The Sacramento Bee	Sacramento	CA		
San Francisco Examiner	San Francisco	CA		
The Orange County Register	Santa Ana	CA		
San Mateo County Times	San Mateo	CA		
Los Angeles Times	Los Angeles	CA		
San Jose Mercury News Fremont Bureau	Fremont	CA		
Press-Telegram	Long Beach	CA		
San Francisco Chronicle	San Francisco	CA		
The Desert Sun	Palm Springs	CA		
The Modesto Bee	Modesto	CA		
San Gabriel Valley Daily Tribune	Covina	CA		
Pasadena Star-News	Pasadena	CA		
Oakland Tribune	Oakland	CA		
The Daily Californian	El Cajon	CA		
Rocky Mountain News	Denver	CO		
The Denver Post	Denver	CO		
The Pueblo Chieftain	Pueblo	CO		
Gazette	Colorado Springs	CO		
The Hartford Courant	Hartford	CT		
New Haven Register	New Haven	CT		
Washington Post	Washington	DC		
The Washington Times	Washington	DC		
Washington Post	Washington	DC		
The Delaware State News	Dover	DE		
The News Journal	New Castle	DE		
The Orlando Sentinel	Orlando	FL		
Miami Herald	Miami	FL		
The Florida Times-Union	Jacksonville	FL		
The Saint Augustine Record	Saint Augustine	FL		
Tampa Tribune	Tampa	FL		
The Daytona Beach News-Journal	Daytona Beach	FL		
Bradenton Herald	Bradenton	FL		
Sarasota Herald-Tribune	Sarasota	FL		
Saint Petersburg Times	Saint Petersburg	FL		
The Palm Beach Post	West Palm Beach	FL		
Naples Daily News	Naples	FL		
Sun-Sentinel	Fort Lauderdale	FL		
Bradenton Herald	Bradenton	FL		
The News Herald	Panama City	FL		
News-Press	Fort Myers	FL		
Tallahassee Democrat	Tallahassee	FL		
The Ledger	Lakeland	FL		
Savannah Morning News	Savannah	GA		
Atlanta Journal	Atlanta	GA		
The Augusta Chronicle	Augusta	GA		

Publication:	City:	ST:	Phone:	Fax:
The Macon Telegraph	Macon	GA		
The Columbus Ledger-Enquirer	Columbus	GA		
The Honolulu Advertiser	Honolulu	HI		
Hawaii Tribune-Herald	Hilo	HI		
The Des Moines Register	Des Moines	IA		
The Des Moines Register	Des Moines	IA		
Quad-City Times	Davenport	IA		
Sioux City Journal	Sioux City	IA		
Coeur d'Alene Press	Coeur d'Alene	ID		
The Idaho Statesman	Boise	ID		
Chicago Tribune	Chicago	IL		
The State Journal-Register	Springfield	IL		
Centralia Sentinel	Centralia	IL		
Chicago Tribune	Chicago	IL		
Chicago Sun-Times	Chicago	IL		
Southern Illinoisan	Carbondale	IL		
Chicago Sun-Times	Chicago	IL		
South Bend Tribune	South Bend	IN		
The Tribune-Star	Terre Haute	IN		
The Evansville Courier	Evansville	IN		
The Indianapolis Star	Indianapolis	IN		
The Journal Gazette	Fort Wayne	IN		
The Indianapolis News	Indianapolis	IN		
The Wichita Eagle	Wichita	KS		
Topeka Capital-Journal	Topeka	KS		
Topeka Capital-Journal	Topeka	KS		
The Courier-Journal	Louisville	KY		
Lexington Herald-Leader	Lexington	KY		
Owensboro Messenger-Inquirer	Owensboro	KY		
The Times	Shreveport	LA		
The Times-Picayune	New Orleans	LA		
The Advocate	Baton Rouge	LA		
Patriot Ledger	Quincy	MA		
The Telegram & Gazette	Worcester	MA		
Boston Globe	Boston	MA		
The Boston Herald	Boston	MA		
The Christian Science Monitor	Boston	MA		
Boston Globe	Boston	MA		
The Christian Science Monitor	Boston	MA		
Massachusetts Daily Collegian	Amherst	MA		
Boston Globe	Boston	MA		
The Christian Science Monitor	Boston	MA		
The Sun	Lowell	MA		
Cumberland Times-News	Cumberland	MD		
The Frederick Post	Frederick	MD		
The Sun	Baltimore	MD		
The Capital	Annapolis	MD		
The Sun-Journal Farmington Bureau	Farmington	ME		
Bangor Daily News	Bangor	ME		
Kennebec Journal	Augusta	ME		
Portland Press Herald	Portland	ME		
Lansing State Journal	Lansing	MI		
The Detroit News	Detroit	MI		
Kalamazoo Gazette	Kalamazoo	MI		
The Grand Rapids Press	Grand Rapids	MI		
Detroit Free Press	Detroit	MI		
The Oakland Press	Pontiac	MI		
The Ann Arbor News	Ann Arbor	MI		
The Detroit News	Detroit	MI		

Publication:	City:	ST:	Phone:	Fax:
Saint Paul Pioneer Press	Saint Paul	MN		
Post-Bulletin	Rochester	MN		
Duluth News-Tribune	Duluth	MN		
Star Tribune	Minneapolis	MN		
The Kansas City Star	Kansas City	MO		
Columbia Daily Tribune	Columbia	MO		
Saint Louis Post-Dispatch	Saint Louis	MO		
Post-Tribune	Jefferson City	MO		
The Clarion-Ledger	Jackson	MS		
Northeast Mississippi Daily Journal	Tupelo	MS		
The Sun Herald	Gulfport	MS		
The Billings Gazette	Billings	MT		
Missoulian	Missoula	MT		
The Charlotte Observer	Charlotte	NC		
Herald-Sun	Durham	NC		
The News & Observer	Raleigh	NC		
The News Herald	Morganton	NC		
The News & Observer Chapel Hill Bureau	Chapel Hill	NC		
Fayetteville Observer-Times	Fayetteville	NC		
The Asheville Citizen-Times	Asheville	NC		
Winston-Salem Journal	Winston-Salem	NC		
Greensboro News & Record	Greensboro	NC		
Wilmington Morning Star	Wilmington	NC		
The Bismarck Tribune	Bismarck	ND		
Forum	Fargo	ND		
Forum	Fargo	ND		
Omaha World-Herald	Omaha	NE		
The Lincoln Journal-Star	Lincoln	NE		
Valley News	West Lebanon	NH		
The Conway Daily Sun	North Conway	NH		
The Portsmouth Herald	Portsmouth	NH		
The Telegraph	Hudson	NH		
The Union Leader	Manchester	NH		
The Trentonian	Trenton	NJ		
The Daily Targum	New Brunswick	NJ		
Courier-Post	Cherry Hill	NJ		
The Record	Hackensack	NJ		
The Times	Trenton	NJ		
Asbury Park Press	Neptune	NJ		
The Star-Ledger	Newark	NJ		
The New Mexican	Santa Fe	NM		
Las Cruces Sun-News	Las Cruces	NM		
Albuquerque Journal	Albuquerque	NM		
Reno Gazette-Journal	Reno	NV		
Las Vegas Review-Journal	Las Vegas	NV		
The Wall Street Journal	New York	NY		
New York Post	New York	NY		
The Wall Street Journal	New York	NY		
The New York Times	New York	NY		
Herald-Journal	Syracuse	NY		
Herald-Journal	Syracuse	NY		
Newsday New York City Bureau	New York	NY		
Press & Sun-Bulletin	Vestal	NY		
Times Union	Albany	NY		
The Buffalo News	Buffalo	NY		
Democrat and Chronicle	Rochester	NY		
The New York Daily News Police Bureau	New York	NY		
Dayton Daily News	Dayton	OH		
The Columbus Dispatch	Columbus	OH		

Publication:	City:	ST:	Phone:	Fax:
The Cincinnati Post	Cincinnati	OH		
The Blade	Toledo	OH		
The Akron Beacon Journal	Akron	OH		
The BG News	Bowling Green	OH		
The Plain Dealer	Cleveland	OH		
The Vindicator	Youngstown	OH		
The Repository	Canton	OH		
The Oklahoma Daily	Norman	OK		
Enid News and Eagle	Enid	OK		
The Daily Oklahoman	Oklahoma City	OK		
The Bulletin	Bend	OR		
The Oregonian	Portland	OR		
Statesman-Journal	Salem	OR		
Morning Call	Allentown	PA		
Tribune-Democrat	Johnstown	PA		
Altoona Mirror	Altoona	PA		
Pittsburgh Post-Gazette	Pittsburgh	PA		
Bucks County Courier Times	Levittown	PA		
Philadelphia Daily News	Philadelphia	PA		
Citizens' Voice	Wilkes-Barre	PA		
The Patriot-News	Harrisburg	PA		
Philadelphia Inquirer	Philadelphia	PA		
Philadelphia Inquirer	Philadelphia	PA		
Philadelphia Inquirer	Philadelphia	PA		
Scranton Times	Scranton	PA		
The Providence Journal-Bulletin	Providence	RI		
The Newport Daily News	Newport	RI		
The Greenville News	Greenville	SC		
The Times and Democrat	Orangeburg	SC		
The State	Columbia	SC		
The Rapid City Journal	Rapid City	SD		
Argus Leader	Sioux Falls	SD		
The Commercial Appeal	Memphis	TN		
The Tennessean	Nashville	TN		
The Knoxville News-Sentinel	Knoxville	TN		
The Chattanooga Times	Chattanooga	TN		
Kingsport Times-News	Kingsport	TN		
Houston Chronicle	Houston	TX		
Amarillo Daily News	Amarillo	TX		
Fort Worth Star-Telegram	Fort Worth	TX		
Longview News-Journal	Longview	TX		
San Antonio Express-News	San Antonio	TX		
The Dallas Morning News	Dallas	TX		
The Dallas Morning News	Dallas	TX		
Austin American-Statesman	Austin	TX		
The Deseret News	Salt Lake City	UT		
The Salt Lake Tribune	Salt Lake City	UT		
The Spectrum	Saint George	UT		
Danville Register and Bee	Danville	VA		
USA Today	Arlington	VA		
The Roanoke Times	Roanoke	VA		
The Virginian-Pilot	Norfolk	VA		
The Daily Progress	Charlottesville	VA		
Richmond Times-Dispatch	Richmond	VA		
USA Today	Arlington	VA		
USA Today	Arlington	VA		
Daily Press	Newport News	VA		
The Burlington Free Press	Burlington	VT		
Rutland Herald	Rutland	VT		

Publication:	City:	ST:	Phone:	Fax:
The Bellingham Herald	Bellingham	WA		
The Spokesman-Review	Spokane	WA		
The News Tribune	Tacoma	WA		
Seattle Post-Intelligencer	Seattle	WA		
The Seattle Times	Seattle	WA		
The Capital Times	Madison	WI		
Milwaukee Journal-Sentinel	Milwaukee	WI		
Stevens Point Journal	Stevens Point	WI		
The Charleston Gazette	Charleston	WV		
Charleston Daily Mail	Charleston	WV		
Wheeling News-Register	Wheeling	WV		
Star-Tribune	Casper	WY		
Wyoming Tribune-Eagle	Cheyenne	WY		



General Audience Campaign RADIO

Publication:	City:	ST:	Phone:	Fax:	StationFormat:
WELR-FM	Roanoke	AL			Music
KWYN-FM	Wynne	AR			Music
KBSZ-FM	Wickenburg	AZ			Music
KSMX-FM	Show Low	AZ			Music
KAHM-FM	Prescott	AZ			Music
KKLA-AM	San Bernardino	CA			Talk
KCBS-AM	San Francisco	CA			News
KOIT-FM	San Francisco	CA			Music
KOGO-AM	San Diego	CA			Talk
KIOZ-FM	San Diego	CA			Music
KIFM-FM	San Diego	CA			Music
KGB-FM	San Diego	CA			Music
KSAN-FM	San Francisco	CA			Music
KMCG-FM	San Diego	CA			Music
KARA-FM	San Jose	CA			Music
KFRG-FM	Colton	CA			Music
KSTE-AM	Sacramento	CA			Talk
KFMB-FM	San Diego	CA			Music
KMEL-FM	San Francisco	CA			Music
KXPR-FM	Sacramento	CA			Music
KCJH-FM	Stockton	CA			Music
KCBQ-AM	San Diego	CA			Talk
KSJO-FM	San Jose	CA			Music
KMGG-FM	Santa Rosa	CA			Music
KFGY-FM	Santa Rosa	CA			Music
KXFX-FM	Santa Rosa	CA			Music
KATM-FM	Modesto	CA			Music
KCAQ-FM	Ventura	CA			Music
KHAY-FM	Ventura	CA			Music
KVEN-AM	Ventura	CA			News
KMJE-FM	Yuba City	CA			Music
KYCY-FM	San Francisco	CA			Music
KIEV-AM	Glendale	CA			Talk
KOIT-FM	San Francisco	CA			Music
KPWR-FM	Burbank	CA			Music
KRXQ-FM	Sacramento	CA			Music
KKLA-FM	Glendale	CA			Talk
KLTX-AM	Glendale	CA			Talk
KFI-AM	Los Angeles	CA			Talk
KABC-AM	Los Angeles	CA			Talk
KLOS-FM	Los Angeles	CA			Music
KCBS-FM	Los Angeles	CA			Music
KDIS-AM	Los Angeles	CA			Music
KNX-AM	Los Angeles	CA			News
KRTH-FM	Los Angeles	CA			Music
KYSR-FM	Burbank	CA			Music
KFIA-AM	Sacramento	CA			Talk
KYPA-AM	West Hollywood	CA			Talk
KGBY-FM	Sacramento	CA			Music
KYMX-FM	Sacramento	CA			Music
KZZO-FM	Sacramento	CA			Music
KNCI-FM	Sacramento	CA			Music
KCBC-AM	Oakdale	CA			Talk
KOLA-FM	Redlands	CA			Music
KBRT-AM	Costa Mesa	CA			Talk
KAVC-FM	Lancaster	CA			Talk
KORG-AM	Anaheim	CA			Talk
KOZT-FM	Fort Bragg	CA			Music

Publication:	City:	ST:	Phone:	Fax:	StationFormat:
KWOD-FM	Sacramento	CA			Music
KHNC-AM	Johnstown	CO			Talk
KRTZ-FM	Cortez	CO			Music
KTMG-AM	Deer Trail	CO			Talk
KRKS-AM	Aurora	CO			Talk
KHOW-AM	Denver	CO			Talk
KLLV-AM	Hesperus	CO			Music
WEBE-FM	Bridgeport	CT			Music
WEZN-FM	Bridgeport	CT			Music
WRKI-FM	Brookfield	CT			Music
WHCN-FM	Hartford	CT			Music
WMZQ-FM	Washington	DC			Music
WGMS-FM	Washington	DC			Music
WRQX-FM	Washington	DC			Music
WTOP-FM	Washington	DC			News
WJBR-FM	Claymont	DE			Music
WSTW-FM	Wilmington	DE			Music
WJNA-AM	West Palm Beach	FL			Music
WYUU-FM	Saint Petersburg	FL			Music
WBBE-FM	Port Saint Lucie	FL			Music
WGMX-FM	Marathon	FL			Music
WJHM-FM	Lake Mary	FL			Music
WTMY-AM	Sarasota	FL			Talk
WSUN-AM	Saint Petersburg	FL			News
WQYK-AM	Saint Petersburg	FL			Talk
WAYF-FM	West Palm Beach	FL			Music
WGYL-FM	Vero Beach	FL			Music
WINZ-AM	Miami	FL			Talk
WRHC-AM	Miami	FL			Talk
WQOL-FM	Port Saint Lucie	FL			Music
WWNN-AM	Boca Raton	FL			Talk
WBRD-AM	Sarasota	FL			Music
WSRZ-FM	Sarasota	FL			Music
WMFQ-FM	Ocala	FL			Music
WMMO-FM	Orlando	FL			Music
WLOQ-FM	Winter Park	FL			Music
WLAG-AM	La Grange	GA			Talk
WMJE-FM	Gainesville	GA			Music
WLIT-FM	Chicago	IL			Music
WCFL-FM	Morris	IL			Music
WONU-FM	Kankakee	IL			Music
WNIZ-FM	Zion	IL			Music
WKKD-FM	Aurora	IL			Music, News, Sports
WKKD-AM	Aurora	IL			News
WYLL-FM	Elk Grove Village	IL			Talk
WUSN-FM	Chicago	IL			Music
WLUP-FM	Chicago	IL			Music
WGCI-FM	Chicago	IL			Music
WBBM-AM	Chicago	IL			News
WTPI-FM	Indianapolis	IN			Music
WTTS-FM	Bloomington	IN			Music
WGRL-FM	Indianapolis	IN			Music
WNAP-FM	Indianapolis	IN			Music
WFMS-FM	Indianapolis	IN			Music
WQKC-FM	Seymour	IN			Music
WRFT-FM	Indianapolis	IN			Talk
WLBC-FM	Muncie	IN			Music
WINN-FM	Columbus	IN			Music
WZPL-FM	Indianapolis	IN			Music

Publication:	City:	ST:	Phone:	Fax:	StationFormat:
KCHZ-FM	Overland Park	KS			Music
WFPL-FM	Louisville	KY			News
WMMG-FM	Brandenburg	KY			Music, News, Sports
WDJX-FM	Louisville	KY			Music
WIEL-AM	Elizabethtown	KY			Talk
WULF-FM	Radcliff	KY			Music
WCKQ-FM	Campbellsville	KY			Music
WTIX-AM	Metairie	LA			Talk
WSMB-AM	New Orleans	LA			Talk
WBOS-FM	Boston	MA			Music
WKOX-AM	Framingham	MA			Talk
WEGQ-FM	Boston	MA			Music
WJMN-FM	Waltham	MA			Music
WRZE-FM	Hyannis	MA			Music
WCOD-FM	West Yarmouth	MA			Music
WFCC-FM	Brewster	MA			Music
WMSX-AM	Brockton	MA			News
WBCN-FM	Boston	MA			Music
WBMX-FM	Boston	MA			Music
WKPE-FM	Orleans	MA			Music
WRKO-AM	Boston	MA			Talk
WAAF-FM	Westborough	MA			Music
WXLO-FM	Worcester	MA			Music
WRPT-AM	Framingham	MA			Talk
WROR-FM	Boston	MA			Music
WASH-FM	Rockville	MD			Music
WIYY-FM	Baltimore	MD			Music
WBIG-FM	Rockville	MD			Music
WMET-AM	Gaithersburg	MD			News
WQSR-FM	Towson	MD			Music
WCBM-AM	Owings Mills	MD			Talk
WROG-FM	Cumberland	MD			Music
WGTS-FM	Takoma Park	MD			Music
WOCT-FM	Baltimore	MD			Music
WWWV-FM	Detroit	MI			Music
WCUZ-FM	Grand Rapids	MI			Music
WIQB-FM	Ann Arbor	MI			Music
WVTI-FM	Grand Rapids	MI			Music
WXYT-AM	Southfield	MI			Talk
WYCD-FM	Southfield	MI			Music
WVMV-FM	Farmington Hills	MI			Music
WSNX-FM	Grand Rapids	MI			Music
WLAV-FM	Grand Rapids	MI			Music
WRCC-AM	Battle Creek	MI			Talk
WRIF-FM	Detroit	MI			Music
KZNR-FM	Minneapolis	MN			Music
WMNN-AM	Minneapolis	MN			News
KSTP-AM	Saint Paul	MN			Talk
KNOW-FM	Saint Paul	MN			News
KNGA-FM	Saint Peter	MN			News
KGAC-FM	Saint Peter	MN			Music
WHMH-FM	Sauk Rapids	MN			Music
KZNT-FM	Minneapolis	MN			Music
KZNZ-FM	Minneapolis	MN			Music
KFGI-FM	Brainerd	MN			Music
KBPR-FM	Brainerd	MN			Music
KARP-FM	Hutchinson	MN			Music
KLPW-AM	Washington	MO			Talk
WXTM-FM	Saint Louis	MO			Music

Publication:	City:	ST:	Phone:	Fax:	StationFormat:
KATZ-FM	Saint Louis	MO			Music
WVRV-FM	Saint Louis	MO			Music
WBLE-FM	Batesville	MS			Music
WBXB-FM	Edenton	NC			Music
WIOZ-AM	Southern Pines	NC			News
WSAY-FM	Rocky Mount	NC			Music
WXII-AM	Winston-Salem	NC			News
WPTF-AM	Raleigh	NC			Talk
WSHA-FM	Raleigh	NC			Music
WNOW-AM	Matthews	NC			Talk
WSIC-AM	Statesville	NC			Talk
WRCQ-FM	Fayetteville	NC			Music
WERX-FM	Nags Head	NC			Music
WAVO-AM	Charlotte	NC			Talk
WKSF-FM	Asheville	NC			Music
KSID-FM	Sidney	NE			Music
WHEB-FM	Portsmouth	NH			Music
WNTK-AM	New London	NH			Talk
WGIR-FM	Manchester	NH			Music
WKNE-FM	Keene	NH			Music
WAYV-FM	Pleasantville	NJ			Music
WKTU-FM	Jersey City	NJ			Music
WFDU-FM	Teaneck	NJ			Music
WMGM-FM	Linwood	NJ			Music
WFPG-FM	Northfield	NJ			Music
WNJB-FM	Trenton	NJ			News
KWES-FM	Ruidoso	NM			Music
KYBR-FM	Espanola	NM			Music
KPER-FM	Hobbs	NM			Music
KAJR-FM	Angel Fire	NM			Music
KMOU-FM	Roswell	NM			Music
KRWN-FM	Farmington	NM			Music
WALK-AM	Patchogue	NY			Music
WRKS-FM	New York	NY			Music
WPDH-FM	Poughkeepsie	NY			Music
WELV-AM	Poughkeepsie	NY			Talk
WSPK-FM	Beacon	NY			Music
WCBS-AM	New York	NY			News
WWSE-FM	Jamestown	NY			Music
WAXQ-FM	New York	NY			Music
WNED-AM	Buffalo	NY			News
WJYE-FM	Buffalo	NY			Music
WKSE-FM	Buffalo	NY			Music
WQEW-AM	New York	NY			Music
WLIB-AM	New York	NY			Talk
WOR-AM	New York	NY			Talk
WQHT-FM	New York	NY			Music
WBBR-AM	New York	NY			News
WINS-AM	New York	NY			News
WPIG-FM	Olean	NY			Music
WVMX-FM	Cincinnati	OH			Music
WKRQ-FM	Cincinnati	OH			Music
WQIO-FM	Mount Vernon	OH			Music
WCLT-FM	Newark	OH			Music
WNWV-FM	Elyria	OH			Music
WVNO-FM	Mansfield	OH			Music
WYHT-FM	Mansfield	OH			Music
WFCB-FM	Chillicothe	OH			Music
WHBC-FM	Canton	OH			Music

Publication:	City:	ST:	Phone:	Fax:	StationFormat:
WRFD-AM	Columbus	OH			Talk
WLW-AM	Cincinnati	OH			Talk
WHOK-FM	Lancaster	OH			Music
WJMP-AM	Kent	OH			Talk
WZKL-FM	Alliance	OH			Music
WPFB-FM	Middletown	OH			Music
WREO-FM	Ashtabula	OH			Music
WCOL-FM	Columbus	OH			Music
WNCO-FM	Ashland	OH			Music
WHK-AM	Independence	OH			Talk
WMVX-FM	Cleveland	OH			Music
WERE-AM	Cleveland	OH			Talk
WGAR-FM	Cleveland	OH			Music
WMTX-FM	Sandusky	OH			Music
WOSU-FM	Columbus	OH			Music
WBNS-FM	Columbus	OH			Music
KOFM-FM	Enid	OK			Music
KOMA-AM	Oklahoma City	OK			Music
KCDL-FM	Cordell	OK			Music
KPPT-FM	Newport	OR			Music
KUPL-FM	Portland	OR			Music
KPDQ-FM	Portland	OR			Talk
KBBT-AM	Portland	OR			Music
KKGT-AM	Portland	OR			Talk
KOTK-AM	Portland	OR			Talk
KYTE-FM	Newport	OR			Music
WLEV-FM	Bethlehem	PA			Music
WROZ-FM	York	PA			Music
WAEB-FM	Whitehall	PA			Music
WZZO-FM	Whitehall	PA			Music
WBHT-FM	Wilkes-Barre	PA			Music
WKRZ-FM	Bloomsburg	PA			Music
WIEZ-AM	Lewistown	PA			Talk
WBEB-FM	Bala Cynwyd	PA			Music
WZZD-AM	Lafayette Hill	PA			Music
WHYY-FM	Philadelphia	PA			News
WXXM-FM	Philadelphia	PA			Music
WYCR-FM	Hanover	PA			Music
KYW-AM	Philadelphia	PA			News
WLAN-FM	Lancaster	PA			Music
WWSW-FM	Pittsburgh	PA			Music
WPHT-AM	Bala Cynwyd	PA			Talk
WCTO-FM	Bethlehem	PA			Music
WIOQ-FM	Bala Cynwyd	PA			Music
WVTY-FM	Pittsburgh	PA			Music
WGTY-FM	Gettysburg	PA			Music
WPTT-AM	Pittsburgh	PA			Talk
WBZZ-FM	Pittsburgh	PA			Music
WRRK-FM	Pittsburgh	PA			Music
WIOV-FM	Ephrata	PA			Music
WDSY-FM	Pittsburgh	PA			Music
KQV-AM	Pittsburgh	PA			News
WRFY-FM	Reading	PA			Music
WHP-AM	Harrisburg	PA			Talk
WIKZ-FM	Chambersburg	PA			Music
WGGY-FM	Bloomsburg	PA			Music
WRKZ-FM	Elizabethtown	PA			Music
WQED-FM	Pittsburgh	PA			Music
WALE-AM	Providence	RI			Talk

Publication:	City:	ST:	Phone:	Fax:	StationFormat:
WSNE-FM	East Providence	RI			Music
WCTD-AM	Westerly	RI			Talk
WWBB-FM	Providence	RI			Music
WWRX-FM	Providence	RI			Music
WCTK-FM	Providence	RI			Music
WPRO-FM	East Providence	RI			Music
WESC-AM	Greenville	SC			Music
WQZQ-FM	Nashville	TN			Music
WMC-FM	Memphis	TN			Music
WDTM-AM	Selmer	TN			Talk
WRVW-FM	Nashville	TN			Music
WGIC-FM	Cookeville	TN			Music
KNET-AM	Palestine	TX			News
KETX-FM	Livingston	TX			Music
KCLE-FM	Cleburne	TX			Music
KYXS-FM	Weatherford	TX			Music
KDMM-AM	Dallas	TX			News
KTFA-FM	Belmont	TX			Music
WAFR-FM	Conroe	TX			Music
KRTS-FM	Houston	TX			Music
KOAI-FM	Dallas	TX			Music
KYYK-FM	Palestine	TX			Music
KVCQ-FM	Cuero	TX			Music
KISN-FM	Salt Lake City	UT			Music
KLZX-FM	Hooper	UT			Music
KBLQ-FM	Logan	UT			Music
KQMB-FM	Salt Lake City	UT			Music
KBZN-FM	Salt Lake City	UT			Music
KKAT-FM	Salt Lake City	UT			Music
KODJ-FM	Salt Lake City	UT			Music
KSSD-FM	Cedar City	UT			Music
KREC-FM	Cedar City	UT			Music
KVFX-FM	Logan	UT			Music
KUMT-FM	Salt Lake City	UT			Music
KSFI-FM	Salt Lake City	UT			Music
WNVZ-FM	Virginia Beach	VA			Music
WZHF-AM	Alexandria	VA			Talk
WXEZ-FM	Yorktown	VA			Music
WGH-FM	Virginia Beach	VA			Music
WCMS-FM	Virginia Beach	VA			Music
WPMH-AM	Chesapeake	VA			Talk
WWDE-FM	Virginia Beach	VA			Music
WFLS-FM	Fredericksburg	VA			Music
WUSQ-FM	Winchester	VA			Music
WWZZ-FM	Arlington	VA			Music
WVKL-FM	Virginia Beach	VA			Music
KDUX-FM	Aberdeen	WA			Music
KIRO-FM	Seattle	WA			Talk
KARI-AM	Blaine	WA			Talk
KKOL-AM	Seattle	WA			Talk
KISM-FM	Bellingham	WA			Music
KKBY-FM	Tacoma	WA			Music
KEZX-AM	Seattle	WA			Talk
KING-FM	Seattle	WA			Music
KIXI-AM	Bellevue	WA			Music
KGHO-FM	Hoquiam	WA			Music
KAYO-FM	Aberdeen	WA			Music
KPQ-FM	Wenatchee	WA			Music
KLSY-FM	Bellevue	WA			Music

Publication:	City:	ST:	Phone:	Fax:	StationFormat:
WSJY-FM	Fort Atkinson	WI			usic
WMYX-FM	Hales Corners	WI			usic
WJZI-FM	Milwaukee	WI			Music
WKTJ-FM	Milwaukee	WI			Music
WZTR-FM	Milwaukee	WI			Music
WKKV-FM	West Allis	WI			Music
WKMZ-FM	Martinsburg	WV			Music

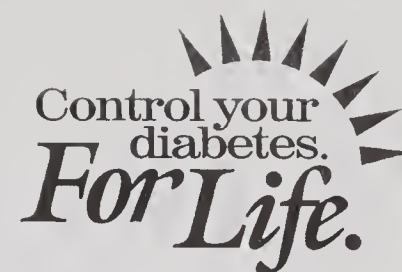




African American Campaign Component

- “Healthy Family Reunion” TV PSA Storyboard and Videotape (see Campaign Box)
- Sample Letter to Radio Public Service Directors
- Live-Read Radio Script Templates
- Sample Letter to Newspaper and Magazine Advertising Directors
- “Jackie Robinson” and “Family Reunion” Print Ads for Magazines and Newspapers (See Campaign Box for 25 copies of each sheet)
- Media Kit Materials:
 - Sample Letter to Newspaper and Magazine Health Editors
 - Media Advisory Template
 - Logo Sheet (see Campaign Box)
 - 7 Principles for Controlling Your Diabetes for Life* (see Campaign Box)
 - Make Plans for a Healthy Family Reunion Resource Guide
 - Diabetes Resource Information
 - The Diabetes Epidemic Among African Americans
 - Diabetes Overview Fact Sheet
 - African American Working Group Media Contact List
 - NDEP Executive Committee Media Contact List
 - Changing the Way Diabetes Is Treated (NDEP Fact Sheet)
 - NDEP Publications Resource List
- National Media Distribution Lists
 - Radio PSAs
 - Print Ads and Media Kits

**NDEP African American Campaign
Sample Letter to Radio Public Service Director**



Dear Public Service Director:

We need your help.

Diabetes is hitting the African American community in epidemic proportions. Look at the statistics:

- **2.2 million African Americans have diabetes**, about one-third of whom are undiagnosed.
- The prevalence of diabetes in the African American community has **quadrupled in 30 years**.
- African Americans with diabetes are **more likely than non-Hispanic whites to develop and experience greater disability from diabetes-related complications** – amputations, adult blindness, kidney failure, and increased risk of heart disease and stroke.
- **Death rates for African Americans with diabetes are 27 percent higher** compared with Caucasians.

Yet diabetes is a controllable disease.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help African Americans take charge of their diabetes and take steps to avoid its devastating complications. The enclosed live-read scripts are designed to support that work.

The “Control Your Diabetes. For Life.” scripts encourage people with diabetes to take action to control their disease. The “Healthy Family Reunion” scripts target family members and friends of people with diabetes and encourage them to support their loved ones with diabetes by making this summer’s family reunions healthy ones.

Please use the scripts. Feel free to adapt them for your audience. You will remind your listeners with diabetes, and their family members, of the importance of managing this serious disease. And you will encourage your listeners to control their diabetes... *For Life!*

Thank you for your help in reducing the number of deaths and illnesses associated with diabetes in the African American community. Your support is greatly appreciated.

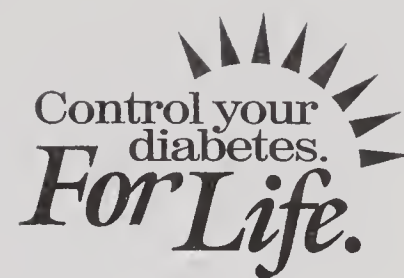
Sincerely,



Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>



NDEP African American Campaign
“Control Your Diabetes. For Life.” Live-Read Script Templates

Control Your Diabetes. For Life. (:60 PSA)

If you have diabetes, here’s an important message from the [organization]. Diabetes is a serious problem among African Americans...but research shows that controlling diabetes makes a huge difference. Keep your blood sugar close to normal and you can reduce your chances of serious health problems such as blindness, kidney failure, and amputations. Start by knowing your blood sugar numbers. Test your blood sugar on a regular basis. Choose healthy foods and watch how much you eat. Make time for regular physical activity and take your medicine as prescribed. Stick with your diabetes treatment plan and you’ll feel better, have more energy, and stay healthy. Best of all...with your diabetes under control, you’ll be around for family...for friends...for life.

Control your diabetes. For life. Call [organization] at [phone number] to learn more.

Control Your Diabetes. For Life. (:30 PSA)

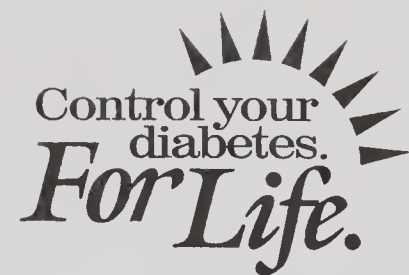
If you have diabetes, here’s an important message from the [organization]. Diabetes is a serious problem among African Americans...but research shows that if you keep your blood sugar close to normal, you can reduce your chances of serious health problems such as blindness, kidney failure, and amputations. Take charge of what you eat. Get regular physical activity. Test your blood sugar. And take your medicine as prescribed. Control your diabetes. For life. Call [organization] at [phone number] to learn more.

Control Your Diabetes. For Life. (:20 PSA)

If you have diabetes, keep your blood sugar under control. Take charge of what you eat. Get regular exercise. Test your blood sugar. And take prescribed medicines. Control your diabetes. For life. Call [organization] at [phone number] to learn more.



NDEP African American Campaign
“Healthy Family Reunion” Live-Read Script Templates



Healthy Family Reunion (:60 PSA)

It's summertime—time for family reunions and this important message from the **[organization]**. Make your family reunion a happy and healthy time for family members who have diabetes. There's nothing harder for a person with diabetes than making healthy food choices at a big family feast. Let your family members with diabetes know you're on their side. Serve a variety of low-fat, high fiber foods. That means lots of fresh fruits and vegetables...grilled lean meats, fish, and chicken without the skin. Cut the fat by cutting down on mayo, oil, and butter. Increase the fiber with whole grain breads, peas, and beans. Make your family reunion a time to remember. Make it a time to help your loved ones control their diabetes for life. Call **[organization]** at **[phone number]** to learn more.

Healthy Family Reunion (:30 PSA)

There's nothing harder for a person with diabetes than making healthy food choices at a big family reunion. Let your family members with diabetes know you're on their side. Serve a variety of low fat, high fiber foods. That means lots of fruits and vegetables... lean meats, fish and chicken...whole grain breads, peas, and beans. Help your family members control their diabetes for life. Call **[organization]** at **[phone number]** to learn more.

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NDEP African American Campaign
Sample Letter to Newspaper and Magazine Advertising Directors



Dear Advertising Director:

We need your help.

Diabetes is hitting the African American community in epidemic proportions. Look at the statistics:

- **2.2 million African Americans have diabetes**, about one-third of whom are undiagnosed.
- The prevalence of diabetes in the African American community has **quadrupled in 30 years**.
- African Americans with diabetes are **more likely than non-Hispanic whites to develop and experience greater disability from diabetes related complications** – amputations, adult blindness, kidney failure, and increased risk of heart disease and stroke.
- **Death rates for African Americans with diabetes are 27 percent higher** compared with Caucasians.

Yet diabetes is a controllable disease.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help African Americans take charge of their diabetes and take steps to avoid its devastating complications. The enclosed print public service advertisements are designed to support that work.

The ideas for these print ads emerged from market research we conducted with African Americans with diabetes. Your readers will immediately relate to the social support demonstrated in the “Family Reunion” ad and to the intergenerational connection in “Jackie Robinson.” Both ads provide tips on how to control diabetes and include the National Diabetes Education Program’s toll-free telephone number where your readers can request free diabetes information.

By including these print public service advertisements in your publication, you will remind your readers with diabetes, and their family members, of the importance of managing this serious disease. And you will encourage your readers to control their diabetes... *For Life!*

Thank you for your help in reducing the number of deaths and illnesses associated with diabetes in the African American community. Your support is greatly appreciated.

Sincerely,

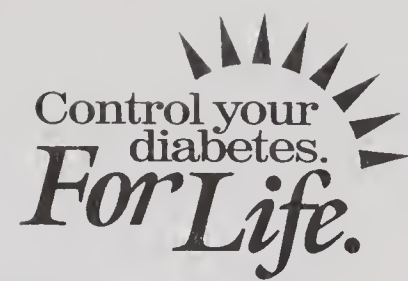


Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

NDEP African American Campaign
Sample Letter to Newspaper or Magazine Health Editors



Dear Health Editor:

Summer is just around the corner. If you polled your readers with diabetes on their feelings about the upcoming summer months, you would probably find that summertime presents some unique challenges. Summer is a time for family reunions, barbecues, and holiday gatherings...with lots of food. There is nothing harder for a person with diabetes than making healthy food choices at a big family feast.

That's why the National Diabetes Education Program's African American campaign is providing valuable information to make this summer's family gatherings enjoyable and healthy for everyone. Diabetes is a serious disease among African Americans; however, controlling blood sugar levels can make a huge difference in a person's quality of life. Family members and friends of people with diabetes need to show their loved ones support as they face the daily challenges of controlling this disease.

By including the enclosed information in your publication, your readers with diabetes will learn new coping skills for difficult times. Your readers who have family members or friends with diabetes will learn new ways to help their loved ones control their disease. Your readers will also be able to contact the National Diabetes Education Program to find out more about controlling their diabetes for life.

Enclosed is a feature article about making plans for a healthy family reunion from the *Control Your Diabetes. For Life.* campaign. We hope you will use or adapt it in an upcoming issue of your publication. Also enclosed is a resource guide with ideas on how to prepare healthy foods and include physical activity at a family reunion, diabetes background information, and a list of diabetes experts who would be happy to talk with you. We can also arrange for you to speak with diabetes patients. If you would like us to set up an interview, or have any questions, please feel free to call {NAME} at {PHONE NUMBERS}.

We will call you soon to follow up.

Sincerely,



FOR IMMEDIATE RELEASE
{ DATE }

Contact: {CONTACT NAME
AND PHONE NUMBER}

**AFRICAN AMERICANS ARE MAKING PLANS FOR
HEALTHY FAMILY REUNIONS AND PARTIES**

{CITY, STATE} – It’s summer – time for family reunions, barbecues and summer holiday parties with lots of food! These get-togethers can be challenging for the 2.2 million African Americans with diabetes who need to control their diet to manage their disease. This summer, {INSERT YOUR ORGANIZATION’S NAME} and the National Diabetes Education Program, a joint program of the National Institutes of Health and the Centers for Disease Control and Prevention, are providing ideas for people with diabetes and their family members and friends for making this a healthy summer for everyone to enjoy.

There is nothing harder for people with diabetes than making healthy food choices at a big family feast. And, choosing healthy foods is critical in managing diabetes. Current research shows that when people with diabetes follow a meal plan to control their blood sugar, get regular physical activity, take prescribed medicines, and keep blood sugar levels in a normal range, they may delay or prevent the death and disability associated with diabetes. U.S. Surgeon General Dr. David Satcher has issued a call to action for all African Americans with diabetes to control their disease to improve their quality of life.

To support the Surgeon General’s call to action, {INSERT YOUR ORGANIZATION’S NAME} recommends that people with diabetes take the following steps to stay in control at this summer’s family gatherings:

-more-

Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

- **Have a plan for what, when, and how much you will eat.** Check out the buffet table and select the healthy foods that fit your meal plan.
- **Bring your favorite healthy dish to the party.** By bringing your favorite dish to the party, you are guaranteed to have at least one thing you will enjoy.
- **Eat slowly and enjoy every bite.** Eating slowly reduces your chances of eating too much.
- **Don't come to the party hungry.** Eating a low-calorie healthy snack before you leave home lowers your chances of being tempted to eat more when you get to the party.
- **For your beverage, choose water.** Water is a healthy *no-calorie* beverage.
- **Don't be shy to discuss your diabetes control plan with your friends and family members.** Your family and friends are your support system and may be able to help you control your diabetes.

{INSERT YOUR ORGANIZATION'S NAME} also suggests that the loved ones of people with diabetes support their family members through the challenges of summer festivities. {INSERT YOUR ORGANIZATION'S NAME} recommends the following:

- **Offer a variety of low fat, high fiber foods on the buffet table.** That means fresh fruits and vegetables, grilled lean meats, fish, and chicken without the skin. Cut down on mayonnaise, oil, and butter, and increase fiber with whole grain breads, peas, and beans.

- **Transform traditionally high fat and high calorie foods into low fat healthier versions.** Find recipes for low fat versions of your family's favorite dishes – contact the National Diabetes Education Program for a resource list that provides sources for healthy low fat recipes.
- **Incorporate exercise into your family gathering.** Plan physically active games and activities. Dancing, potato sack races, volleyball, softball, or a nature walk are activities the whole family can enjoy.
- **Be supportive of your family members with diabetes.** Encourage loved ones with diabetes to stay in control of their disease. If you see them slipping, don't chastise or scold them—keep encouraging them.

{INSERT YOUR ORGANIZATION'S NAME} and its *Control Your Diabetes.*

For Life. African American campaign emphasizes that controlling diabetes makes a huge difference. The campaign also encourages family members and friends to support those who have the disease. To find out more about the campaign, or to obtain diabetes

information, call **{INSERT YOUR ORGANIZATION'S PHONE NUMBER OR**

LIST THE NDEP's #: 1-800-438-5383} or visit the **{INSERT YOUR**

ORGANIZATION'S WEBSITE ADDRESS OR LIST THE NDEP WEBISTES:

http://ndep.nih.gov or http:// www.cdc.gov/diabetes/.

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MAKE PLANS FOR A HEALTHY FAMILY REUNION... AND A HEALTHY LIFE

There is nothing harder for people with diabetes than making healthy food selections at big family gatherings such as family reunions and summer parties. Whether you are a person with diabetes or a family member or friend, you can have a happy, healthy gathering if you know what to eat and how to prepare the right foods. And that doesn't mean giving up wonderful "soul food." Not at all. By making the right food choices for yourself and your family when cooking and eating traditional dishes, you can have a festive family reunion and a healthy, happy life.

This guide will help you and your family eat right and lower your risk for certain diseases—at family gatherings and throughout the year. It is not a substitute for a meal plan designed just for you by a dietitian. If you don't have your own special meal plan, ask your doctor or nurse for a referral to a dietitian or diabetes educator. They will guide you in correct portion sizes and help you plan how to select a variety of foods each day, including many of those listed on these tip sheets.

Remember that all the foods you eat should fit into your meal plan. Use this guide to help you start and stay on the road to good health. The tips that follow show you how to enjoy foods that are lower in fat, cholesterol, sugar, and sodium and how to include foods that are higher in fiber, taste great, and promote good health.

Here's to your healthy family reunion!

Lower Your Risks for Disease

Fat is vital for the body to function, but many African Americans eat more than is needed. Being overweight increases your risk for diabetes, heart disease, and some cancers. The location of body fat also is an important factor in health risks for adults. Excess fat in the abdomen (stomach area) is a greater health risk than excess fat in the hips and thighs. Smoking and too much alcohol increase abdominal fat and the risk for diseases related to obesity.

Diets low in fat and high in fiber help to control weight and may reduce these risks. Losing excess weight, if you are overweight, improves diabetes control, lowers high blood cholesterol and high blood pressure—all major risk factors for heart disease. Cutting back on sweet sugary foods, soft drinks, and refined starchy foods helps lower blood glucose and makes diabetes easier to manage. Cutting back on fat, especially saturated fat, and cholesterol is very important for lowering blood cholesterol levels. Cutting back on salt and sodium can help lower high blood pressure to reduce the risk of stroke.

THE RIGHT START -- TIPS FOR FOOD SELECTION

To play baseball, you've got to have a bat and a ball. To cook healthy, tasty, high fiber, low fat dishes for your loved ones – with or without diabetes – you have to start with the right foods. Here are some healthy food choices that will help you cut back on saturated fat, cholesterol, refined starches, and sugar.

Meats and Poultry

Ways to reduce fat intake include choosing:

- Lean meats with all visible fat cut off instead of high fat meat. Leaner cuts of meat include round, rump, sirloin, chuck, loin, leg roasts, lean, and extra lean ground meat. Canadian bacon and shank of ham are lean but higher in salt than fresh pork.
- Poultry with skin removed.
- Skinless chicken thighs instead of neck bone.
- Turkey thighs instead of ham hocks or fatback.
- Turkey bacon, lean ham, or Canadian bacon instead of regular pork bacon.
- Ground skinless turkey breast instead of pork sausage.
- Ground boneless turkey breast instead of ground beef and pork.

🔔 *Remember that all foods you select should fit into your meal plan.*

Tenderizing Meats

Sometimes, less tender cuts of meat like round or rump need marinating. To add flavor and tenderize, try this oil-free marinade. Makes enough for 2 lbs. of beef or pork:

MARINADE RECIPE from Chef Johnny Rivers



1 cup ketchup	1/2 cup water
1/4 cup vinegar	2 tbs. dry onion soup mix
1 tbs. mustard	1 tbs. brown sugar
1 tsp. chili powder	2 tbs. Worcestershire sauce (optional)

Combine marinade ingredients and heat to boiling. Cool and store in refrigerator until ready to use. Place the meat in a plastic bag set in a deep bowl; pour the marinade into the bag and tie bag closed. Marinate 1 to 2 hours at room temperature or overnight in the refrigerator. Turn bag occasionally to distribute the marinade. Do not baste with the marinade while the meat is cooking. Throw away all leftover marinade.

To lower the salt, use:

- Low sodium tomato sauce instead of ketchup.
- One cube of low sodium broth and one teaspoon each of onion and garlic powder instead of dry onion soup mix.

Fish

Fish is fairly low in calories, low in saturated fat and total fat, and a good source of protein, vitamins, and minerals. Any firm fleshed fish is delicious. Low-priced fish, like grouper, catfish, or monkfish, is easy on the pocketbook. Instead of frying, make a catfish stew or bake fish in the oven or microwave.

🔔 *Remember that all foods you select should fit into your meal plan.*

Fiber

Fiber is found in the stems, seeds, leaves, and fruits of plants. Fiber slows the digestion of starches to glucose, keeping the blood sugar more stable. Because fiber can't completely be digested, it adds bulk and helps to move food waste out of the body more quickly. Fiber is found only in plant foods such as:

- Whole grain products including breads from whole wheat, rye, bran, oat, and cornflour or cornmeal, pastas, whole-grain or bran cereals, brown rice.
- Vegetables such as broccoli, brussel sprouts, cabbage, carrots, green beans and peas, lentils, dried beans and peas, sweet potato, turnip, and all forms of greens, cooked or raw, and other vegetables.
- Fruits such as apples, bananas, berries, cantaloupes, kiwi, oranges, peaches, grapes, pears, watermelon and other melons, and dried fruits such as raisins and apricots.
- Nuts and seeds (these also contain fat and protein).

🔔 *Remember that all foods you select should fit into your meal plan.*

Fats

Use small amounts of liquid oils such as olive, canola, vegetable, or corn oil instead of lard, butter, or other fats that are hard at room temperature. Use small amounts of margarine with a liquid oil listed as the first ingredient on the label.

🔔 *Remember that all foods you select should fit into your meal plan.*

Dairy

Low fat milk products make little difference to the taste, but a big difference to your health, so use:

- Nonfat or 1 percent dry or evaporated milk instead of whole milk.
- Low fat or part skim milk cheeses instead of whole milk cheeses.
- Evaporated skim milk instead of cream.
- Low fat or nonfat cottage cheese and plain yogurt instead of cream cheese.

🔔 *Remember that all foods you select should fit into your meal plan.*

Desserts

Fresh or unsweetened frozen fruits make the healthiest desserts. For a healthy dessert, mix chopped fresh fruit with the removed pulp of halved oranges. Spoon the mixture into the orange cups. Sprinkle with artificial sweetener if desired. Serve with 1 or 2 tablespoons of nonfat vanilla yogurt.

Eating only small amounts of high fat sugary foods can help you lose weight, keep your blood sugar and blood fats under control, and lower your blood pressure. Sugary foods have lots of calories and not much nutrition. Some are also high in fat and cholesterol—like cakes, pies, and cookies. Instead, try a serving of fat-free ice cream or yogurt, a sugar-free popsicle, or sugar-free hot cocoa mix. To eat an occasional small portion of sugary food:

- Split and share a small dessert.
 - Select a small or child-size serving of low fat ice cream or frozen yogurt.
- 🔔 *Remember that all foods you select should fit into your meal plan.*

COOKING RIGHT -- TIPS FOR HEALTHY COOKING

Now that you've got the right foods for your feast, let's look at the kitchen. Put away that deep fat fryer and replace it with a steamer or non-stick skillet. Use non-stick vegetable sprays to coat the skillet. Instead of frying and basting with fat, or cooking with fatty sauces and gravies, treat your meats and vegetables to:

- Broiling, steaming, roasting/baking
- Microwaving and grilling
- Braising and stewing
- Boiling and simmering
- Stir-frying with a little bit of vegetable oil (no more than 1-2 tablespoons of oil for 4 servings).

Seasonings

Instead of salt, try these fresh, tasty flavorings:

- Add fresh green pepper and basil to your greens.
- When cooking black-eyed peas, add Spanish onion and crushed black pepper.
- Add garlic and lemon juice to broccoli.
- Use low sodium broth instead of regular broth.
- Use low sodium canned tomatoes and chili sauce.
- Try combinations of different herbs with all your meals.

HOT `N SPICY SEASONING from Chef Johnny Rivers

Use a little of this tasty seasoning when cooking fish and other lean meats.

1/4 cup paprika
2 tbs. dried oregano, crushed
2 tsp. chili powder
1 tsp. garlic powder
1 tsp. black pepper
1/2 tsp. red (cayenne) pepper
1/2 tsp. dry mustard



Mix together all ingredients.
Store in airtight container.
Makes about 1/3 cup.

CHANGING THE LINEUP -- TIPS FOR CUTTING DOWN ON FATS

You don't have to stop serving or enjoying your favorite foods to have a healthy family feast. Here are a number of ways to lower the fat in foods you love to eat.

- Make a salad dressing with equal parts water and vinegar and half as much oil. Add more mustard and herbs to make up for less intense flavor.
- Use plain, nonfat yogurt blended with nonfat cottage cheese instead of mayonnaise for pasta or vegetable salad dressings.
- Use mustard and nonfat yogurt instead of regular mayonnaise in sandwiches.
- Instead of sour cream, blend 1 cup lowfat cottage cheese with 1 tablespoon skim milk and 2 tablespoons lemon juice, or use plain nonfat or low fat yogurt or reduced fat sour cream.
- Skim fat from soups and stews before serving.
- Use nonstick spray, stock, or a little canola oil to sauté meats and vegetables.
- When baking muffins, quick biscuits or breads, use no more than 2 tablespoons of oil for each cup of whole grain flour.
- Use 3 egg whites and 1 yolk instead of 2 whole eggs, or 2 egg whites instead of 1 whole egg.
- When a recipe calls for butter, lard, or shortening, choose margarine with liquid vegetable oil as the first ingredient listed on the label. Diet margarine should not be used in baking.
- Instead of home fries in butter, layer sliced unpeeled potatoes with some onion slices in a cast iron skillet coated with nonstick spray. Brush tops lightly with vegetable oil. Sprinkle with paprika and freshly cracked pepper. Roast the potatoes in the skillet in a 425 degree oven for 20 to 30 minutes or until potatoes are brown on top.


 *Remember that all foods you select should fit into your meal plan.*

EATING THE RIGHT AMOUNT -- TIPS FOR PORTION CONTROL



Using measuring cups, measuring spoons, and a food scale at home can get you in the habit of judging the correct portion sizes for your meals when you are eating out. To help you eat the right amount at your family reunion:

- Select a meat serving about the size and thickness of the palm of your hand.
- Eat slowly and enjoy every bite.
- Limit second helpings to lowfat vegetable dishes.
- Focus on activities other than eating.

 *Remember that all foods you select should fit into your meal plan.*

MENU

Use the tip sheets on food selection, cooking methods, and portions to create this tasty menu.

Appetizers/Snacks

Lowfat cheese and crackers
Fresh vegetables
Lowfat dip



Vegetables

Colorful mixed garden salad
Macaroni salad
3-Bean salad
Black-eyed peas (seasoned with turkey)
Steamed corn on the cob
Low fat yogurt dressing
Low fat oil and vinegar dressing

Meats

Lemon-barbecued chicken (with skin removed)
Grilled marinated turkeyburgers
Lean cold cuts such as turkey and leaner roast beef
Grilled marinated pork chops

Breads

Variety of whole grain breads

Desserts

Summertime medley of fruit
Fruit-filled orange cups with yogurt sauce
Watermelon
Fruit ice pops



Drinks

Iced Tea
Lemonade
Water

GET MOVING -- TIPS FOR INCREASING PHYSICAL ACTIVITY*

Physical activity is an important way to use food energy. Most Americans spend much of their working day and leisure time in activities that require little energy. Why not plan to increase your family's activity level at your next family reunion? Along with all the good food, make sure there are lots of opportunities for people of all ages to be physically active.

- Physical activity helps lower blood sugar levels, reduce abdominal fat, and decrease the risk for diabetes, high blood pressure, early heart disease, and certain types of cancer.
- Exercise helps you to feel good, relax, and sleep better.
- Maintaining muscle through regular activity helps to keep older people feeling well and helps to reduce the risk of falls and fractures.
- Try to maintain your body weight by balancing what you eat with physical activity. If you are sedentary, become more active. If you are already very active, try to continue the same level of activity as you get older.
- Stay active by: walking, playing baseball, tennis, and volleyball, swimming, dancing, fishing, and biking.
- Walking is the easiest way to exercise.* You can do it almost anywhere and at any time. Walking is inexpensive – all you need is a pair of supportive shoes.
- Plan activities at your family gathering that everyone can enjoy – scavenger hunts, potato sack races, dancing, and softball.

**Check with your doctor before starting a walking program or other form of exercise.*

This guide was developed by the National Diabetes Education Program. The nutrition information in this guide is adapted from "Down Home Healthy," tips and family recipes from Black American chefs Leah Chase and Johnny Rivers, and published by the National Cancer Institute and the National Heart, Lung, and Blood Institute of the National Institutes of Health.



Diabetes Resource Information

These resources will help African Americans with diabetes and their family members find information on diabetes and how to stay healthy. The organizations listed below provide information about healthy foods, recipes, physical activity, and other materials for people with diabetes.

American Association of Diabetes Educators

To find a diabetes teacher near you:

1-800-TEAMUP4 (1-800-832-6874)

<http://www.aadenet.org>

American Diabetes Association

1-800-DIABETES (1-800-342-2383)

<http://www.diabetes.org> click "Diabetes Info."

Information on all aspects of controlling diabetes.

American Dietetic Association

216 W. Jackson Boulevard, Ste. 800

Chicago, IL 60606-6995

1-800-877-1600

Consumer nutrition hotline 1-800-366-1655

<http://www.eatright.org>

Send a postage paid envelope to above address to receive a free copy of the "Soul and Traditional Southern – Food Practices, Customs, and Holidays" booklet. This publication provides information on culture, diet, and diabetes for African Americans.

Food and Nutrition Information Center

National Agricultural Library/USDA

10301 Baltimore Blvd, Rm. 304

Beltsville, MD 20705-2351

(301) 504-5719

Directory of free or low cost food & nutrition materials.

National Cancer Institute

National Institutes of Health

Building 31, Room 10A24

Bethesda, MD 20892

1-800-4-CANCER

www.nci.nih.gov

Diet, nutrition, and cancer prevention booklets.

National Diabetes Education Program and

National Diabetes Information Clearinghouse (NDIC)

1 Information Way

Bethesda, MD 20892-3560

1-800-438-5383

<http://ndep.nih.gov> and ndic@info.niddk.nih.gov

Free booklets to help you learn more about controlling diabetes and food choices.

National Heart, Lung and Blood Institute

P.O. Box 30105

Bethesda, MD 20824-0105

(301) 592-8573

(301) 592-8563 fax

www.nhlbi.nih.gov

Information on prevention and treatment of heart, lung, and blood diseases.

Office of Minority Health Resource Center

PO Box 37337

Washington, DC 20013

1-800-444-6472

www.omhrc.gov

Information on diabetes materials available for African Americans.

President's Council on Physical Fitness and Sports

701 Pennsylvania Avenue, NW

Suite 250

Washington, DC 20004

<http://www.surgeongeneral.gov>

Weight-Control Information Network

1 Win Way

Bethesda, MD 20892-3665

1-800-WIN-8098

www.win@info.niddk.nih.gov

Free brochures on physical fitness and weight management. The Sisters Together campaign has information on nutrition and fitness specifically for African American women.



The Diabetes Epidemic Among African Americans*

What is diabetes?

Diabetes is a chronic metabolic disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches, and other food into energy.

How many African Americans have diabetes?

- Over 2.2 million African Americans have diabetes; 1.5 million have been diagnosed and 730,000 have not yet been diagnosed.
- There are 4 times as many African Americans diagnosed with diabetes today as there were in 1968.
- For every 6 white Americans who have diabetes, 10 African Americans have the disease.
- Among African Americans 20 years and older, the prevalence of diabetes is 8.2 percent compared with 4.8 percent among non-Hispanic whites.

What is the prevalence by type of diabetes?

- Type 1 diabetes accounts for 5 to 10 percent of all cases.
- Type 2 diabetes accounts for 90 to 95 percent of all cases.

What is the prevalence of diabetes by gender?

- In every age group the prevalence of diabetes is higher among African American women than among African American men.
- Among African Americans 20 years or older, 11.8 percent of women and 8.5 percent of men have diabetes.
- Nearly one out of three African American women ages 65 to 74 years has diabetes.

What is the prevalence by age?

- Diabetes is particularly common among middle-aged and older African American adults.
- The proportion of the African American population that has diabetes rises from less than 1 percent for those younger than 20 years old to as high as 32 percent for women ages 65 to 74 years old.
- 28 percent of women and 19 percent of men ages 50 and older have diabetes.
- In just 12 years, national health surveys show that diabetes' prevalence for African Americans ages 40 to 74 has doubled from 8.9 percent in 1976-1980 to 18.2 percent in 1988-1994.
- In the 1988-1994 National Health and Nutrition Survey (NHANES III), 11.2 percent of whites ages 40 to 74 years had diabetes compared with 18.2 percent of blacks.

What is the death rate for diabetes among African Americans?

- Death rates for people with diabetes are 27 percent higher for blacks compared with whites.
- Diabetes is the fifth leading cause of death for those ages 45 years or older.

How do diabetes-related complications affect African Americans?

- African Americans with diabetes are more likely to develop diabetes complications and experience greater disability from the complications than whites.
- The frequency of diabetic retinopathy is 40 to 50 percent higher in African Americans than in white Americans.
- African Americans with diabetes experience kidney failure (also called end-stage renal disease) about four times more often than diabetic white Americans. In 1995, there were 27,258 new cases of kidney failure attributed to diabetes in black Americans.
- African Americans are much more likely to undergo a lower-extremity amputation than white or Hispanic Americans with diabetes. In 1994, there were 13,000 amputations among black people with diabetes, involving 155,000 days in the hospital.

What can African Americans with diabetes do to prevent these complications?

- The chances of having diabetes complications can be reduced or delayed significantly by keeping blood sugar levels under control.
- People with diabetes should try to keep their blood sugar level at less than 7 percent as measured by the hemoglobin A1c test. This simple lab test gives the best picture of blood sugar control over a 3-month period and should be done at least twice a year for all people with diabetes.
- People with diabetes can control the disease by eating the right amounts of a variety of foods, getting regular physical activity, taking diabetes medicine as prescribed, and monitoring blood sugar levels.
- For free information about diabetes control, people with diabetes can call 1-800-438-5383 or visit the National Diabetes Education Program's web sites at <http://ndep.nih.gov> or <http://www.cdc.gov/diabetes>.

*Source: *Diabetes in African Americans Fact Sheet*, National Diabetes Information Clearinghouse, National Institute of Diabetes and Digestive and Kidney Diseases, NIH Publication No. 98-3266, June 1998.



Diabetes Overview Fact Sheet

Diabetes mellitus is one of the most common and serious chronic diseases in the United States. About 16 million Americans have diabetes, 5.4 million of whom do not know they have the disease. Each year, approximately 800,000 people are diagnosed with diabetes. The prevalence of diabetes has increased steadily in the last half of this century and will continue to rise with the aging U.S. population, the growth in minority populations most susceptible to type 2 diabetes, and the increasing prevalence of obesity among Americans.

WHAT IS DIABETES?

Diabetes is a metabolic disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches, and other food into energy needed for daily life. Diabetes is characterized by high levels of blood glucose (sugar).

WHAT ARE THE DIFFERENT TYPES OF DIABETES?

There are three main types of diabetes:

- Type 1 diabetes
- Type 2 diabetes
- Gestational diabetes

Type 1 diabetes, formerly called insulin-dependent diabetes mellitus (IDDM) or juvenile-onset diabetes, is an autoimmune disease that results when the body's immune system attacks and destroys its own insulin-producing beta cells in the pancreas. People with type 1 diabetes need daily injections of insulin to live. Type 1 diabetes develops most often in children or young adults and accounts for about 5 to 10 percent of diagnosed diabetes in the United States. Although risk factors are not well defined for type 1 diabetes, autoimmune, genetic and environmental factors are involved in its development.

Type 2 diabetes, formerly called noninsulin-dependent diabetes mellitus (NIDDM) or adult-onset diabetes, is a disease that occurs when the body makes enough insulin but cannot use it effectively. This form of diabetes usually develops in adults over the age of 40. About 90 to 95 percent of people with diabetes have type 2; about 80 percent are overweight. Type 2 diabetes is more common among people who are older; obese; have a family history of diabetes; have had gestational diabetes; and, are of African American, Hispanic American, Asian American, Pacific Islander, and Native American ethnicities.

Gestational diabetes develops or is discovered during pregnancy. This type usually disappears when the pregnancy is over, but women who have had gestational diabetes have a greater risk of developing type 2 diabetes later in their lives.

WHAT IS THE SCOPE AND IMPACT OF DIABETES?

Diabetes is widely recognized as one of the leading causes of death and disability in the United States. It was the seventh leading cause of death listed on U.S. death certificates in 1995 and contributed to 187,800 deaths that same year.

Both type 1 and type 2 diabetes are associated with long-term complications that threaten life and the quality of life. Diabetes is the leading cause of adult blindness, end-stage renal disease, and nontraumatic lower-extremity amputations (as a result of nerve disease). People with diabetes are 2 to 4 times more likely to have coronary heart disease and stroke than people without diabetes. In addition, poorly controlled diabetes can complicate pregnancy, and birth defects are more common in babies born to women with diabetes.

Diabetes costs the United States \$98.2 billion each year. Medical costs for diabetes care -- including hospitalizations, medical care, and treatment supplies -- total \$44.1 billion. Indirect costs -- including disability payments, time lost from work, and premature death -- total \$54.1 billion.

HOW IS DIABETES DIAGNOSED?

Symptoms of type 1 diabetes usually develop over a short period of time, although beta cell destruction can begin months, even years, earlier. Symptoms include increased thirst and urination, constant hunger, weight loss, blurred vision, and extreme fatigue. If not diagnosed and treated with insulin, a person can lapse into a life-threatening coma.

The symptoms of type 2 diabetes develop gradually and are not as noticeable as in type 1 diabetes. Symptoms include feeling tired or ill, frequent urination (especially at night), unusual thirst, weight loss, blurred vision, frequent infections, and slow-healing wounds and sores.

Diabetes is diagnosed when the fasting plasma glucose is 126mg/dl or greater, or if a non-fasting plasma glucose is 200 mg/dl or greater on two subsequent days.

HOW IS DIABETES MANAGED?

Diabetes is a self-managed disease because people with diabetes must take responsibility for their day-to-day care. Much of the daily care involves keeping blood glucose near normal levels at all times.

Management of type 1 diabetes: People with type 1 diabetes need daily injections of insulin because their bodies no longer produce insulin. Treatment requires a strict regimen that typically includes a carefully calculated diet, planned physical activity, self-testing of blood glucose, and multiple daily insulin injections.

Management of type 2 diabetes: Treatment for people with type 2 diabetes typically includes diet management, exercise, self-testing of blood glucose, and, in some cases, oral medication and/or insulin. Approximately 40 percent of people with type 2 diabetes require insulin injections.

The goal of diabetes management is to keep blood glucose levels as close to a normal range as safely possible, while avoiding blood glucose levels that are too high (hyperglycemia) or too low (hypoglycemia). Two major studies of diabetes among type 1 and type 2 patients demonstrate the benefits of blood glucose control.

Revised May 1999

The Diabetes Control and Complications Trial (DCCT), showed that intensive blood glucose control in people with type 1 diabetes delayed the onset and progression of eye disease, kidney disease, and nerve disease, reducing the risk by 35 percent to more than 70 percent, by lowering hemoglobin A_{1c} from 9 to 7 percent.² The United Kingdom Prospective Diabetes Study (UKPDS) showed that intensive blood glucose control in people with type 2 diabetes delayed the onset of eye and kidney disease, reducing the risk by 12 to 33 percent, by lowering hemoglobin A_{1c} levels from about 8 to 7 percent.³ These studies further showed that *any* sustained lowering of blood glucose helps, even if the person has a history of poor control. The degree of risk reduction for the change in hemoglobin A_{1c} in the two studies was about the same.

Both the DCCT and UKPDS also shed light on the relationship between blood glucose control and cardiovascular disease. In both studies, there was a trend toward reduced cardiovascular disease with intensive blood glucose control. The UKPDS also showed that lowering blood pressure to normal significantly reduced the risk for all diabetes complications.⁴

WHAT ARE THE MAJOR DIABETES ADVANCES?

In recent years, advances in diabetes research have led to better ways to manage diabetes and treat its complications. Major advances include:

- New forms of purified insulin that are less likely to cause allergic reactions and are nearly identical to the insulin naturally produced by the body.
- Development of external and implantable insulin pumps that deliver appropriate amounts of insulin, replacing daily injections.
- New oral medications to improve control of type 2 diabetes.
- Better ways for patients, doctors, and other health professionals to monitor blood glucose--notably, new devices for self-monitoring of blood glucose, which is performed by the patient, and the hemoglobin A_{1c} (also called H-b-A-one-c) laboratory test, which measures blood glucose control during the previous 3-month period.
- Effective treatment for diabetic eye disease.
- Better ways to manage diabetic pregnancies, improving chances of successful outcomes.
- Treatment strategies to reduce damage to the kidneys, eyes, and nerves.

Adapted from *Diabetes Overview*. National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health, NIH Publication No. 96-3873, October 1995.

¹Report of the Executive Committee on the Diagnosis and Classification of Diabetes Mellitus. *Diabetes Care*. 1997 July; 20 (7): 1183-97.

²The Effect of Intensive Treatment of Diabetes on the Development and Progression of Long-Term Complications in Insulin-Dependent Diabetes Mellitus. *The New England Journal of Medicine*. 1993 September 30; 329 (14): 977-86.

³ United Kingdom Prospective Diabetes Study Group: Intensive blood-glucose control with sulphonylureas or insulin compared with conventional treatment and risk of complications in patients with type 2 diabetes (UKPDS 33). *Lancet* 352: 837-853, 1998.

⁴ United Kingdom Prospective Diabetes Study Group: Tight blood pressure control and risk of macrovascular and microvascular complications in type 2 diabetes (UKPDS 38). *BMJ* 317:703-713, 1998.



Changing the Way Diabetes Is Treated

Purpose

The **National Diabetes Education Program** is a federally-sponsored initiative that involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of diabetes.

Sponsors

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are jointly sponsoring the development of the program.

Need

Current scientific evidence demonstrates that much of the morbidity and mortality of diabetes can be eliminated by aggressive treatment with diet, exercise, and new pharmacology approaches to normalize blood glucose levels. Unfortunately, a wide gap still exists between current and desired diabetes care and practices.

In addition, public awareness about diabetes is very low, despite the fact that the disease is one of the leading causes of death and disability in the United States—affecting an estimated **16 million Americans**, including 5.4 million who are undiagnosed.

Goal

The goal of the program is to reduce the morbidity and mortality associated with diabetes and its complications.

Objectives

The National Diabetes Education Program's objectives are:

- To increase public awareness of the seriousness of diabetes, its risk factors, and potential strategies for preventing diabetes and its complications.
- To improve understanding about diabetes and its control and to promote better self-management behaviors among people with diabetes.
- To improve health care providers' understanding of diabetes and its control and to promote an integrated approach to care.
- To promote health care policies that improve the quality of and access to diabetes care.

Audiences

The National Diabetes Education Program's target audiences include:

- People with diabetes and their families (with special attention to Hispanic Americans, African Americans, Asian Americans, Pacific Islanders, and Native Americans)
- General public
- Health care providers
- Health care payers, purchasers, and policy makers

Strategies

The National Diabetes Education Program is:

- Creating program partnerships with other organizations concerned about diabetes and the health status of their constituents.
- Developing and implementing ongoing diabetes awareness and education activities.
- Identifying, developing, and disseminating educational tools and resources, including those that address the needs of special populations.
- Developing and disseminating guiding principles that promote quality diabetes care.
- Promoting policies and activities to improve the quality of and access to diabetes care.

Steering Committee

The program's Steering Committee organizations include:

- American Academy of Family Physicians • American Academy of Nurse Practitioners • American Association of Clinical Endocrinologists • American Association of Diabetes Educators • American College of Physicians • American Diabetes Association • American Dietetic Association • American Pharmaceutical Association • Association of American Indian Physicians • Association of Asian/Pacific Community Health Organizations • California Diabetes Control Program • Endocrine Society • General Motors Corporation • Juvenile Diabetes Foundation International • Links, Inc. • Lions Clubs International • Michigan Diabetes Research and Training Center • Mutual of Omaha Companies • National Coalition of Hispanic Health & Human Services Organizations • National Kidney Foundation • National Medical Association • Prudential Center for Health Research • Puerto Rican Association of Diabetes Educators • Kaiser Permanente (Stockton, CA) • Vanderbilt University Diabetes Research and Training Center • Wyoming Diabetes Control Program

Getting Involved

The program is forming partnerships with organizations concerned about diabetes and the health status of their constituents. Partners can work with the National Diabetes Education Program in a variety of ways. You can adopt the program's messages and tailor them for your members or constituents. You can disseminate information to the media, coordinate education activities, and share resources with other partner organizations. You can also work with the program to influence the health delivery system to improve quality and access.

For More Information

To learn more about the National Diabetes Education Program, please contact:

You may also visit the National Diabetes Education Program's web sites at [http:// ndep.nih.gov/](http://ndep.nih.gov/) or [http:// www.cdc.gov/](http://www.cdc.gov/) or call 1-800-438-5383 for updates on the program's progress, and to obtain diabetes education materials for patients and health care providers.



NDEP Publications Resource List

MATERIALS FOR PATIENTS

Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy (NDEP-8)

This 2-color patient education booklet provides an action plan for diabetes control that includes tips for knowing blood sugar levels, reaching blood sugar goals, and maintaining blood sugar control. NIH Publication No. 98-4351

Tome su diabetes en serio, para que no se vuelva cosa seria. Recomendaciones para sentirse mejor y estar más saludable. (NDEP-9)

Spanish version of *Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy*.

Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control. (NDEP-10)

This reproducible, black-and-white patient education brochure provides information on measuring blood sugar levels using the hemoglobin A_{1c} test and the finger-stick test (with a blood glucose monitor). NIH Publication No. 98-4350

Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo. (NDEP-11)

Spanish version of *Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control*.

7 Principles for Controlling Your Diabetes for Life. (NDEP-17)

This easy-to-read brochure for people with diabetes describes the essential components of quality diabetes care in a checklist form. NIH Publication No. 98-4343L.

7 Principios para controlar la diabetes durante toda la vida (NDEP-18)

Spanish version of the *7 Principles for Controlling Your Diabetes for Life*. NIH Publication No. 98-4343S

Now! Expanded Coverage for Diabetes — Medicare & You (NDEP-19)

This brochure provides information on expanded benefits for diabetes equipment and supplies for Medicare beneficiaries who have diabetes.

Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes. (NDEP-30)

Spanish version of *Now! Expanded Coverage for Diabetes — Medicare & You*.

MATERIALS FOR HEALTH CARE PROVIDERS

Control Your Diabetes. For Life. Campaign Guide for Partners (NDEP-15)

This 48-page practical guide is designed to help partner organizations disseminate the *Control Your Diabetes. For Life*. campaign messages. NIH Publication No. 99-2131

Control Your Diabetes. For Life. Campaign Poster (NDEP-32)

This 4-color poster shows the “Many Faces of Diabetes” and reinforces the campaign theme.

Diabetes: A Guide for Communities (NDEP-21)

A how-to kit including ideas, tools, and guidelines for community partnerships and diabetes activities.

Diabetes Numbers At-a-Glance (NDEP-12)

This quick-reference pocket guide for health care providers lists criteria for diagnosing diabetes and treating people with diabetes.

***Guiding Principles of Diabetes Care* (NDEP-16)**

This booklet describes the essential components of quality diabetes care for people with diabetes, their families, health care providers, and insurers. NIH Publication No. 98-4343

***Guía de Principios para el Cuidado de la Diabetes* (NDEP-20)**

Spanish Version of *Guiding Principles of Diabetes Care*.

***Medicare Benefits and Controlling Your Diabetes Community Kit* (NDEP-22)**

This kit provides organizations with tools to promote the expanded benefits for Medicare recipients for diabetes equipment and supplies.

***How Can Medicare Help You Control Your Diabetes? Poster* (NDEP-31)**

This poster provides information about Medicare's Expanded Coverage for Diabetes equipment and monitoring supplies.

VIDEOTAPES AND MEDIA KITS***Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS)* (NDEP-23)**

Includes: "Taking Control" 30-second general audience PSA; "Family Reunion" 30-second African American PSA; "Thunder and Lightning" 30-second Hispanic/Latino PSA in English; "Couple in Rain" 15-second Hispanic/Latino PSA; "Stubborn Cow" 15-second Hispanic/Latino PSA; "Snow Storm" 15-second Hispanic/Latino PSA; "Future Generations" 30-second American Indian PSA; "Medicare Benefits—Controlling Your Diabetes" 30-second Seniors PSA; "Beneficios del Medicare—Controlando su Diabetes" 30-second Hispanic/Latino Seniors PSA.

***Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS)* (NDEP-14)**

Includes: "Many Faces of Diabetes" 60-, 30-, and 15-second general audience PSAs; "Rayos y Truenos" 30-second PSA in Spanish; message from U.S. Surgeon General Dr. David Satcher; and campaign launch video news release.

***Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS)* (NDEP-24)**

This video introduces the National Diabetes Education Program and its purpose, goals, and objectives. Presents reasons why health care providers should participate in the program and information on the devastating effects of diabetes.

***General Audience Campaign Media Kit* (NDEP-25)**

Focuses on seriousness of diabetes and importance of controlling blood sugar levels. Includes sample news release, diabetes statistics, resources, educational materials for people with diabetes, print public service ads, and live-read radio scripts.

***African American Media Kit* (NDEP-26)**

Focuses on seriousness of diabetes in the African American population with a "Family Reunion" theme. Includes sample news release, diabetes statistics; resources, educational materials for patients, print public service ads, and live-read radio scripts.

***American Indian Media Kit* (NDEP-27)**

Focuses on seriousness of diabetes in the American Indian population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Asian American and Pacific Islander Media Kit* (NDEP-28)**

Focuses on seriousness of diabetes in the Asian American/Pacific Islander population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Hispanic and Latino Media Kit* (NDEP-29)**

Focuses on seriousness of diabetes in Hispanic and Latino population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

Publication Order Form

Materials for Patients

ITEM	Number of copies	Number of packages	Total
(NDEP-8) <i>Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy</i> Single copy free. Package of 50: \$5			
(NDEP-9) <i>Tome su diabetes en serio, para que no se vuelva cosa seria.</i> <i>Recomendaciones para sentirse mejor y estar más saludable.</i> Single copy free. Package of 50: \$5			
(NDEP-10) <i>Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control</i> Single copy free. Package of 50: \$5			
(NDEP-11) <i>Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo.</i> Single copy free. Package of 50: \$5			
(NDEP-17) <i>7 Principles for Controlling Your Diabetes for Life.</i> Single copy free. Package of 50: \$5			
(NDEP-18) <i>7 Principios para controlar la diabetes para toda la vida</i> Single copy free. Package of 50: \$5			
(NDEP-19) <i>Now! Expanded Coverage for Diabetes — Medicare & You</i> Up to 50 free. Additional packages of 25: \$1			
(NDEP-30) <i>Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes.</i> Up to 50 free. Additional packages of 25: \$1			

Materials for Health Care Providers

ITEM	Number of copies	Number of packages	Total
(NDEP-15) <i>Control Your Diabetes. For Life. Campaign Guide for Partners</i> Single copy free. Each additional copy: \$3			
(NDEP-32) <i>Control Your Diabetes. For Life. Campaign Poster</i> Single copy free. Each additional copy: \$1 (Limited quantity available)			
(NDEP-21) <i>Diabetes: A Guide for Communities</i> Single copy free. Each additional copy: \$3			
(NDEP-12) <i>Diabetes Numbers At-a-Glance</i> Single copy free. Package of 10: \$5			
(NDEP-16) <i>Guiding Principles of Diabetes Care</i> Single copy free. Package of 50: \$5			
(NDEP-20) <i>Guía de Principios para el Cuidado de la Diabetes</i> Single copy free. Package of 50: \$5			

(NDEP-22) Medicare Benefits and Controlling Your Diabetes Community Kit Single copy free. Each additional copy: \$2			
(NDEP-31) How Can Medicare Help You Control Your Diabetes? Poster Single copy free. Each additional copy: \$1			
Videotapes & Media Kits			
ITEM	Number of copies	Number of packages	Total
(NDEP-23) Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS) \$10 each copy			
(NDEP-14) Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS) \$10 each copy			
(NDEP-24) Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS) \$10 each copy			
(NDEP-25) General Audience Campaign Media Kit Single copy free. Each additional copy: \$1			
(NDEP-26) African American Media Kit Single copy free. Each additional copy: \$1			
(NDEP-27) American Indian Media Kit Single copy free. Each additional copy: \$1			
(NDEP-28) Asian American/Pacific Islander Media Kit Single copy free. Each additional copy: \$1			
(NDEP-29) Hispanic/Latino Media Kit Single copy free. Each additional copy: \$1			
Grand Total			\$

Includes Shipping

Please note that many of the print materials listed on this form, as well as radio PSA scripts and a complete slide presentation about diabetes and the NDEP are available for downloading from the National Diabetes Education Program web site at <http://ndep.nih.gov>. Government publications and audio-visual materials are not subject to copyright restrictions. You are encouraged to duplicate and distribute as many copies as desired.

Please print
clearly and
provide all necessary
mailing
information.

Make checks payable
to NDIC.

Bulk orders must be
prepaid in U.S. dollars

Please do not send
cash.

Name _____

Title/Organization _____

Address _____

City _____ State _____

ZIP _____ Telephone _____

Please return this order form with payment to
National Diabetes Information Clearinghouse

1 Diabetes Way, Bethesda, MD 20892-3600 (Please use 9-digit ZIP code)
Tel: (301) 654-3327 Fax: (301) 907-8906 E-mail: ndic@info.niddk.nih.gov
Allow 4 to 6 weeks for delivery.

Revised May 1999

**I control
my diabetes so
I'll be around
to see the next
Jackie Robinson.**



**Controlling diabetes makes
a huge difference.**

My granddaughter means the world to me. So I'm controlling my diabetes. That means I keep my blood sugar close to normal by watching what I eat and walking every day. I always take my medicine and test my blood sugar.

With my diabetes under control, I feel a lot better and have more energy. Best of all, I'm going to be around for my family... for my friends... for life.



Call 1-800-438-5383
to learn more.
Or visit us at <http://ndep.nih.gov>



A joint program of
the National
Institutes of
Health and the
Centers for
Disease Control
and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

2 1/16"x 10"

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4 1/2"x 5 1/4"

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4 1/2"x 2"



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**Controlling diabetes
makes
a huge difference.**

2 1/16"x 5 1/4"

National Diabetes Education Program: "Jackie Robinson" Newspaper Ads (65 line screen). This artwork is camera-ready and may be reprinted and disseminated without permission.

I'm controlling my diabetes – with a little help from my family.



Controlling diabetes makes a huge difference.

I have diabetes so I need to keep my blood sugar under control. My family is a big help, too. When we get together, they always remember to serve a variety of healthy foods. And the grandkids keep me moving—they like to walk with me whenever they visit. My wife reminds me to take my medicine and to test my blood sugar.

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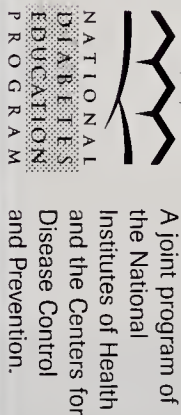
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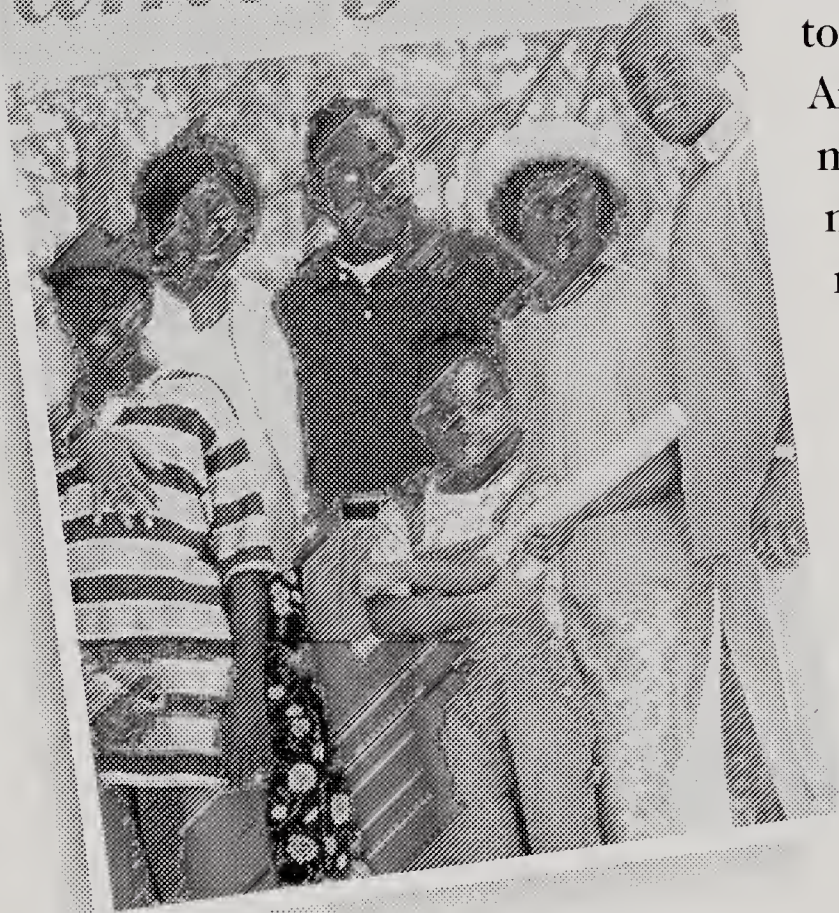
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National Diabetes Education Program: "Family Reunion" Newspaper Ads (65 line screen).
This artwork is camera-ready and may be reprinted and disseminated without permission.

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**Controlling diabetes makes a
huge difference.**

ACKS *Family Reu*



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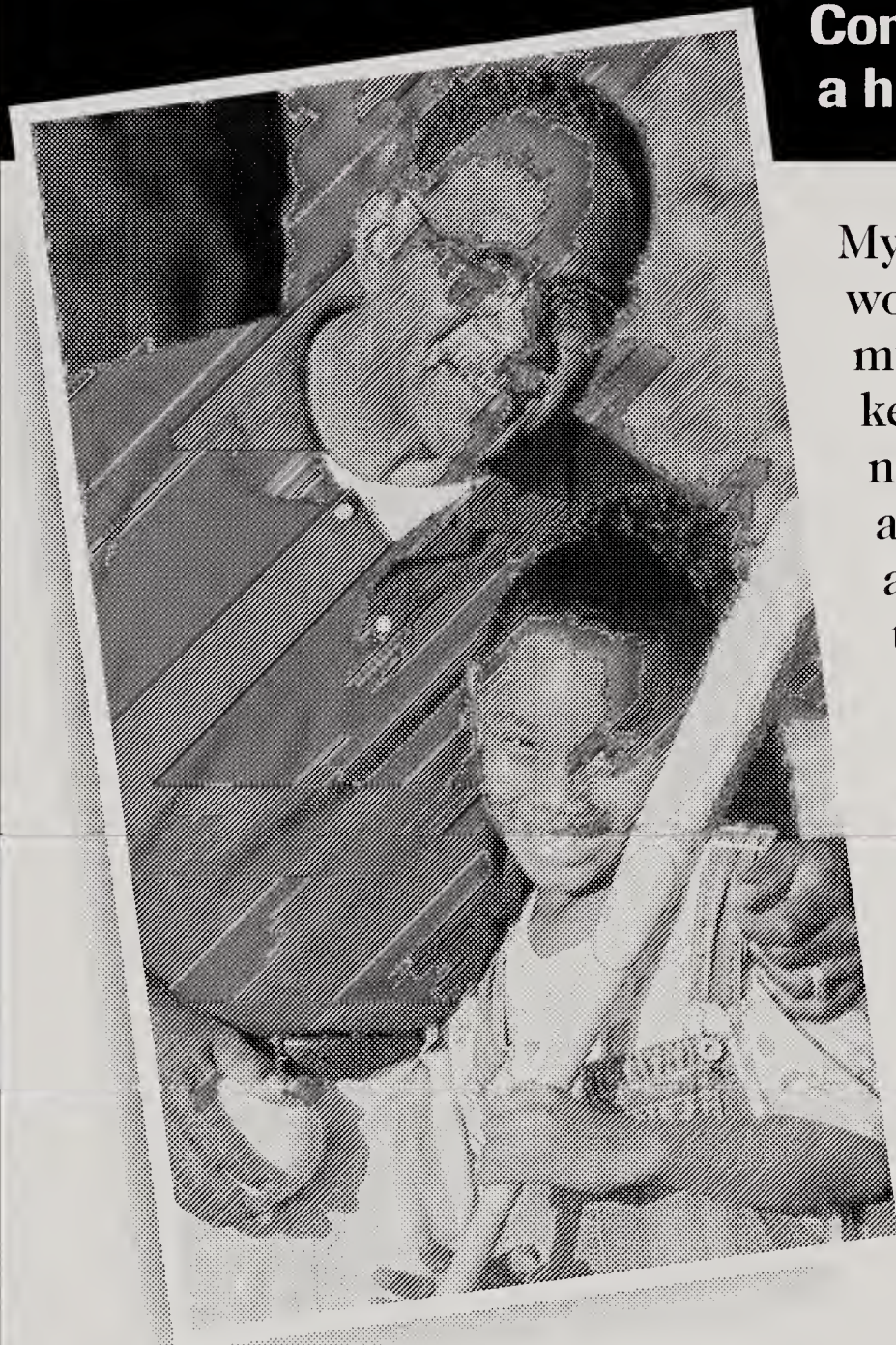


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For Life.

A PUBLIC SERVICE OF THIS PUBLICATION

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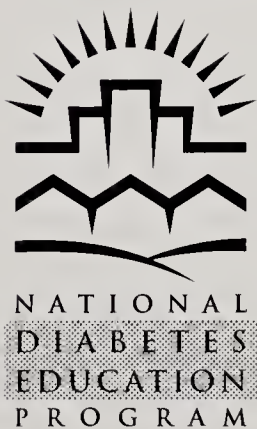


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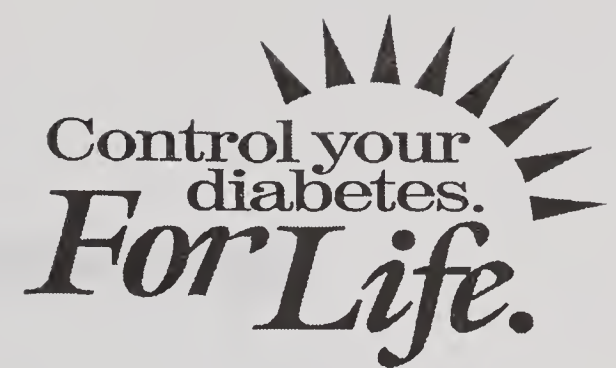
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**Control your
diabetes.**
For Life.

A PUBLIC SERVICE OF THIS PUBLICATION



**CONTROL YOUR DIABETES. FOR LIFE.
AFRICAN AMERICAN CAMPAIGN**

**Media Distribution List
(Print & Radio)**

Criteria

- African American targeted publications and stations within the top 20 African American demographic markets and within the top 25 overall markets.
 - Daily and weekly newspapers (171 total)
 - National and local consumer magazines (41 total)
 - Radio stations with a large African American audience -- R&B, urban contemporary, jazz, gospel, news, talk . (129 total)

Top 20 African American Demographic Markets

- | | |
|--------------------------|---|
| 1. New York | 12. San Francisco |
| 2. Chicago | 13. Memphis |
| 3. Washington, DC | 14. St. Louis |
| 4. Los Angeles | 15. Norfolk-Virginia Beach-
Newport News |
| 5. Detroit | 16. New Orleans |
| 6. Philadelphia | 17. Cleveland |
| 7. Atlanta | 18. Richmond |
| 8. Houston-Galveston | 19. Charlotte-Gastonia-Rock Hill,
NC/SC |
| 9. Baltimore | 20. Birmingham |
| 10. Dallas-Ft. Worth | |
| 11. Miami-Ft. Lauderdale | |

African American Campaign Media List

NEWSPAPERS

Publication:	City:	ST:	Phone:	Fax:
Birmingham Times	Birmingham	AL		
Birmingham World	Birmingham	AL		
Blytheville Courier News	Blytheville	AR		
Arizona Informant	Phoenix	AZ		
Phoenix Press Weekly	Phoenix	AZ		
Vallejo Metro Reporter	San Francisco	CA		
Long Beach Express	Van Nuys	CA		
Compton Metropolitan Gazette	Van Nuys	CA		
National Record	Hollywood	CA		
Southwest Wave/Southwest News	Los Angeles	CA		
Topics Sun Wave	Los Angeles	CA		
Mesa Tribune Wave	Los Angeles	CA		
Compton Wave	Los Angeles	CA		
Watts Star Review	Los Angeles	CA		
San Francisco Metro Reporter	San Francisco	CA		
Los Angeles Metropolitan Gazette	Van Nuys	CA		
Berkeley Tri-City Post	Oakland	CA		
Wave Community Newspapers	Los Angeles	CA		
The Sun Reporter	San Francisco	CA		
San Joaquin Metro Reporter	San Francisco	CA		
Richmond Metro Reporter	San Francisco	CA		
Oakland Metro Reporter	San Francisco	CA		
Berkeley Metro Reporter	San Francisco	CA		
Alameda Publishing Corp.	Oakland	CA		
San Jose/Peninsula Reporter	San Francisco	CA		
San Francisco Post	Oakland	CA		
California Voice	San Francisco	CA		
Oakland Post	Oakland	CA		
Scoop	Los Angeles	CA		
Rapid Publishing Inc. Newspaper Group	Compton	CA		
Tri-County Bulletin	San Bernardino	CA		
Herald Dispatch	Los Angeles	CA		
San Bernardino American	San Bernardino	CA		
Firestone Park News	Los Angeles	CA		
Inglewood Hawthorne Wave	Los Angeles	CA		
Tri-County Sentry	Oxnard	CA		
The African Times	Los Angeles	CA		
Rialto Record	San Bernardino	CA		
Central News/Journal/Star Wave	Los Angeles	CA		
Pasadena Gazette	Van Nuys	CA		
Lynwood Press	Los Angeles	CA		
Richmond Post	Oakland	CA		
Culver City Star	Los Angeles	CA		
Carson Bulletin	Compton	CA		
Compton Bulletin	Compton	CA		
Inglewood Tribune	Compton	CA		
Lynwood Journal	Compton	CA		

Publication:	City	ST	Phone	Fax:
Wilmington Beacon	Compton	CA		
The Black Orange	Lake Forest	CA		
Los Angeles Sentinel	Los Angeles	CA		
Westchester Star	Los Angeles	CA		
Reporter Publications	San Francisco	CA		
San Fernando Gazette Express	Van Nuys	CA		
Precinct Reporter	San Bernardino	CA		
San Francisco Bay View	San Francisco	CA		
Sacramento Observer	Sacramento	CA		
Stockton Observer	Sacramento	CA		
Sacramento/The Happening	Sacramento	CA		
Denver Weekly News	Denver	CO		
The Washington New Observer	Washington	DC		
Washington Informer	Washington	DC		
Capital Spotlight Newspaper	Washington	DC		
News Dimensions	Washington	DC		
The Washington Afro-American Newspaper	Washington	DC		
Eagle News/ Washington View Magazine	Washington	DC		
Delaware Valley Defender	Wilmington	DE		
Florida Sentinel-Bulletin	Tampa	FL		
The Bulletin	Sarasota	FL		
The Florida Dollar Stretcher	Tampa	FL		
Daytona Times	Daytona Beach	FL		
The Broward Times	Coral Springs	FL		
Orlando Times	Orlando	FL		
The Miami Times	Miami	FL		
Weekly Challenger	Saint Petersburg	FL		
Atlanta News Leader	Union City	GA		
Atlanta Daily World	Atlanta	GA		
The Champion	Decatur	GA		
The Atlanta News Leader	Union City	GA		
Atlanta Voice	Atlanta	GA		
The Atlanta Inquirer	Atlanta	GA		
Chicago Weekend	Chicago	IL		
Tri-City Journal	Chicago	IL		
New Metro News	Chicago	IL		
South Suburban Standard	Chicago Heights	IL		
Chicago Standard News	Chicago Heights	IL		
Inside	Chicago	IL		
South End Citizen	Chicago	IL		
Independent Bulletin	Chicago	IL		
South Suburban Citizen	Chicago	IL		
Chicago Westside Journal	Markham	IL		
Chicago Defender	Chicago	IL		
Sengstacke Enterprises	Chicago	IL		
Hyde Park Citizen	Chicago	IL		
Chicago Shoreland News	Chicago	IL		

Publication:	City:	ST:	Phone:	Fax:
East Saint Louis Monitor	East Saint Louis	IL		
The Chicago Crusader	Chicago	IL		
East St. Louis News Journal	Columbia	IL		
Chatham Citizen	Chicago	IL		
Indiana Herald	Indianapolis	IN		
Indianapolis Recorder	Indianapolis	IN		
Gary Info	Gary	IN		
Muncie Times	Muncie	IN		
The Gary Crusader	Gary	IN		
New Orleans Data Newsweekly	New Orleans	LA		
Louisiana Weekly	New Orleans	LA		
South End News	Boston	MA		
Bay State Banner	Boston	MA		
The Reporter	Dorchester	MA		
Afro-American Newspaper Company	Baltimore	MD		
Prince Georges Post	Upper Marlboro	MD		
Montgomery Times/Prince George's Times	Silver Spring	MD		
Michigan Chronicle	Detroit	MI		
Ecorse Telegram	Ecorse	MI		
Michigan Citizen	Detroit	MI		
Saint Paul Recorder	Minneapolis	MN		
Minneapolis Spokesman	Minneapolis	MN		
Saint Louis Sentinel	Saint Louis	MO		
Saint Louis Crusader	Saint Louis	MO		
Saint Louis Argus	Saint Louis	MO		
Saint Louis American	Saint Louis	MO		
Star of Zion	Charlotte	NC		
Charlotte Post	Charlotte	NC		
Iredell County News	Statesville	NC		
New Community Clarion	Newark	NJ		
City News	Plainfield	NJ		
The Nubian News	Trenton	NJ		
Ronkonkoma Review	Smithtown	NY		
Carib News	New York	NY		
The New New York Beacon	New York	NY		
Hudson Valley Black Press	Newburgh	NY		
Westchester County Press	Mount Vernon	NY		
Flatbush Life/Carib Life	Brooklyn	NY		
Spring Creek Sun	Brooklyn	NY		
Greater News	New York	NY		
The New American	Brooklyn	NY		
The Hempstead Beacon	Hicksville	NY		
New York Daily Challenge	Brooklyn	NY		
Amsterdam News	New York	NY		
National Black Monitor	New York	NY		
Afro Times Daily Challenger	Brooklyn	NY		
Reporter	Akron	OH		

Publication:	City:	ST:	Phone	Fax:
Bedford Times-Register	Bedford	OH		
Portland Observer	Portland	OR		
Philadelphia Sunday Sun	Philadelphia	PA		
Philadelphia New Observer Newspaper	Philadelphia	PA		
Northside Chronicle	Pittsburgh	PA		
Scoop U.S.A.	Philadelphia	PA		
New Pittsburgh Courier	Pittsburgh	PA		
Philadelphia Tribune	Philadelphia	PA		
Silver Star News	Memphis	TN		
Tri-State Defender	Memphis	TN		
Houston Newspages	Houston	TX		
Anahuac Progress	Anahuac	TX		
The Dallas Weekly	Dallas	TX		
North Forest News	Houston	TX		
Houston Forward Times	Houston	TX		
Houston Sun	Houston	TX		
Houston Defender	Houston	TX		
Metro Weekender	Houston	TX		
Dallas Post Tribune	Dallas	TX		
The Colony Leader	The Colony	TX		
Dallas Examiner	Dallas	TX		
Fort Worth Texas Times	Fort Worth	TX		
Hampton Roads Metro Weekender	Norfolk	VA		
Richmond Free Press	Richmond	VA		
New Journal & Guide	Norfolk	VA		
The Northwest Dispatch	Tacoma	WA		
The Seattle Skanner	Seattle	WA		
Facts	Seattle	WA		
Seattle Medium	Seattle	WA		
Tacoma True Citizen	Seattle	WA		

African American Campaign Media List
RADIO STATIONS/ NETWORKS

Publication:	City	ST:	Phone:	Fax:
WAYE-AM	Birmingham	AL		
WMGJ-AM	Gadsden	AL		
WJLD-AM	Birmingham	AL		
KCLT-FM	West Helena	AR		
KFFA-AM	Helena	AR		
KJLH-FM	Inglewood	CA		
KDIA-AM	Oakland	CA		
KMJI-AM	Sacramento	CA		
KUOR-FM	Redlands	CA		
KRTH-FM	Los Angeles	CA		
KPOO-FM	San Francisco	CA		
KLMO-AM	Longmont	CO		
KUVO-FM	Denver	CO		
KDKO-AM	Denver	CO		
WMMJ-FM	Washington	DC		
WYCB-AM	Washington	DC		
WPFW-FM	Washington	DC		
WHUR-FM	Washington	DC		
WVUD-FM	Newark	DE		
WEDR-FM	Opa Locka	FL		
WPUL-AM	South Daytona	FL		
WAVS-AM	Davie	FL		
WHQT-FM	Miami	FL		
WEXY-AM	Fort Lauderdale	FL		
WWAB-AM	Lakeland	FL		
WHOF-AM	Wildwood	FL		
WRXB-AM	Saint Petersburg	FL		
WLRN-FM	Miami	FL		
WTMP-AM	Tampa	FL		
WMNF-FM	Tampa	FL		
WMXY-AM	La Grange	GA		
WCLK-FM	Atlanta	GA		
WBKZ-AM	Athens	GA		
WTGA-FM	Thomaston	GA		
WJGA-FM	Jackson	GA		
WAOK-AM	Atlanta	GA		
WALR-AM	Atlanta	GA		
WHIE-AM	Griffin	GA		
WGCI-FM	Chicago	IL		
WCRX-FM	Chicago	IL		
WEJM-AM	Chicago	IL		
WGFA-AM	Watseka	IL		
WGCI-AM	Chicago	IL		
WVON-AM	Chicago	IL		
WVAZ-FM	Chicago	IL		
WESL-AM	East Saint Louis	IL		
WEJM-FM	Chicago	IL		

Publication:	City:	ST:	Phone:	Fax:
WLTH-AM	Gary	IN		
WTLC-FM	Indianapolis	IN		
WQUE-FM	New Orleans	LA		
WMLN-FM	Milton	MA		
WBET-AM	Brockton	MA		
WJUL-FM	Lowell	MA		
WUNR-AM	Boston	MA		
WRCA-AM	Cambridge	MA		
WECB-AM	Boston	MA		
WERS-FM	Boston	MA		
WMFO-FM	Medford	MA		
WLLH-AM	Lowell	MA		
WILD-AM	Boston	MA		
WMBR-FM	Cambridge	MA		
WWIN-FM	Baltimore	MD		
WKYS-FM	Lanham	MD		
WFWM-FM	Frostburg	MD		
WBAL-AM	Baltimore	MD		
WOL-AM	Baltimore	MD		
WEAA-FM	Baltimore	MD		
WBGR-AM	Baltimore	MD		
WCAO-AM	Baltimore	MD		
WGPR-FM	Detroit	MI		
WLSP-AM	Lapeer	MI		
WJLB-FM	Detroit	MI		
WQBH-AM	Detroit	MI		
WCHB-FM	Detroit	MI		
WCHB-AM	Romulus	MI		
KMOJ-FM	Minneapolis	MN		
KOLV-FM	Olivia	MN		
KXOK-FM	Saint Louis	MO		
KWUR-FM	Saint Louis	MO		
KMJM-FM	Saint Louis	MO		
WJBI-AM	Batesville	MS		
WVIM-FM	Hernando	MS		
WSAO-AM	Senatobia	MS		
WROX-AM	Clarksdale	MS		
WNOW-AM	Matthews	NC		
WLWL-AM	Rockingham	NC		
WYCM-AM	Murfreesboro	NC		
WBAV-AM	Concord	NC		
WPEG-FM	Concord	NC		
WRRRC-FM	Lawrenceville	NJ		
WPRB-FM	Princeton	NJ		
WTTH-FM	Atlantic City	NJ		
WLIB-AM	New York	NY		
WRTN-FM	New Rochelle	NY		

Publication.	City	ST	Phone:	Fax:
Inner City Broadcasting Corporation	New York	NY		
WCWP-FM	Brookville	NY		
WWRL-AM	Woodside	NY		
WBLS-FM	New York	NY		
WZAK-FM	Cleveland	OH		
WOBC-FM	Oberlin	OH		
WJMO-AM	Cleveland	OH		
WABQ-AM	Cleveland	OH		
WCXJ-AM	Pittsburgh	PA		
American Urban Radio Networks	Pittsburgh	PA		
WDAS-FM	Bala Cynwyd	PA		
WDAS-AM	Bala Cynwyd	PA		
WIOQ-FM	Bala Cynwyd	PA		
WAMO-FM	Pittsburgh	PA		
WPHI-FM	Jenkintown	PA		
WLIU-FM	Lincoln Universit	PA		
WPEB-FM	Philadelphia	PA		
WUSL-FM	Philadelphia	PA		
WTBG-FM	Brownsville	TN		
WLOK-AM	Memphis	TN		
WDIA-AM	Memphis	TN		
KMKS-FM	Bay City	TX		
KHVN-AM	Dallas	TX		
KPVU-FM	Prairie View	TX		
KCOH-AM	Houston	TX		
WPLZ-FM	Richmond	VA		
WPCE-AM	Norfolk	VA		
WSVY-AM	Norfolk	VA		
WTJZ-AM	Hampton	VA		
WOWI-FM	Norfolk	VA		
WPAK-AM	Farmville	VA		
WSOJ-FM	Petersburg	VA		
KBCS-FM	Bellevue	WA		
KRIZ-AM	Seattle	WA		
WCSW-AM	Shell Lake	WI		

African American Campaign Media List MAGAZINES

Publication:	City:	ST:	Phone:	Fax:
BLK	Los Angeles	CA		
Ebony	Los Angeles	CA		
Responsibility	Washington	DC		
Lincoln Review	Washington	DC		
American Visions: The Magazine of Afro-American Culture	Washington	DC		
Focus	Washington	DC		
Emerge: Black America's Newsmagazine	Washington	DC		
Heart & Soul	Washington	DC		
Ebony	Washington	DC		
Jet	Washington	DC		
BET Weekend	Washington	DC		
African-USA Magazine	Fort Lauderdale	FL		
The Atlanta Metro	Union City	GA		
Upscale	Marietta	GA		
Ivy Leaf	Chicago	IL		
Jet	Chicago	IL		
Ebony	Chicago	IL		
N'DIGO	Chicago	IL		
Callaloo	Baltimore	MD		
Message	Hagerstown	MD		
The Crisis	Baltimore	MD		
Afro-American Gazette	Grand Rapids	MI		
Proud	Saint Louis	MO		
Limelight	Saint Louis	MO		
Today's Black Woman	Paramus	NJ		
American Heritage Magazine	New York	NY		
A Mind Is	New York	NY		
Whazup	Albany	NY		
African Voices	New York	NY		
Essence	New York	NY		
Afro-Americans in New York Life	Buffalo	NY		
Kaleidoscope	Cleveland	OH		
Black America Magazine	Philadelphia	PA		
Health Quest	Chalfont	PA		
Impact	Blue Bell	PA		
Pittsburgh Renaissance News	Pittsburgh	PA		
Nokoa-The Observer	Austin	TX		
Our Texas	Dallas	TX		
Houston Style	Houston	TX		
The Bridge	Alexandria	VA		
The Informant	Buckingham	VA		



American Indian Campaign Component

- “Future Generations” TV PSA Storyboard and Videotape (see Campaign Box)
- Sample Letter to Radio Public Service Directors
- Recorded Radio PSA Scripts
- Live-Read Radio Script Templates
- Sample Letter to Newspaper and Magazine Advertising Directors
- “Future Generations” and “Threatening” Print Ads for Magazines and Newspapers (See Campaign Box for 25 copies of each sheet)
- Media Kit Materials:
 - Sample Letter to Newspaper and Magazine Health Editors
 - Media Advisory Template
 - Logo Sheet (see Campaign Box)
 - 7 Principles for Controlling Your Diabetes for Life* (see Campaign Box)
 - Diabetes Resource Information
 - The Diabetes Epidemic Among American Indians and Alaska Natives
 - Diabetes Overview Fact Sheet
 - American Indian Working Group Media Contact List
 - NDEP Executive Committee Media Contact List
 - Changing the Way Diabetes Is Treated (NDEP Fact Sheet)
 - NDEP Publications Resource List
- National Media Distribution Lists
 - Radio PSAs
 - Print Ads and Media Kits

**NDEP American Indian Campaign
Sample Letter to Radio Public Service Directors**



Dear Public Service Director:

We need your help.

Diabetes is threatening the future of American Indians and Alaska Natives. It is one of the most serious health challenges facing American Indians in the United States today. Look at the statistics:

- American Indians and Alaska Natives are almost three times as likely to have diagnosed diabetes as non-Hispanic whites of similar age.
- Among the Pima Indians of Arizona, about 50 percent of adults ages 30 to 64 have diabetes.
- Between 1986 and 1988, the death rate of diabetes in American Indians is estimated to be over four times the rate in non-Hispanic whites.
- American Indians have a higher rate of diabetes complications such as eye and kidney disease, cardiovascular disease, and lower extremity amputations than other groups.

Yet diabetes is a controllable disease.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help American Indians control their diabetes and take steps to avoid its devastating complications.

“Future Generations,” the enclosed radio PSA, is designed to support that work. The PSA addresses the seriousness of diabetes for American Indians and Alaska Natives, but encourages them to fight back and take charge of diabetes to preserve their culture for future generations. We have also enclosed live-read scripts that you can adapt for your audience to drive home this important message.

By airing the PSA and using the live-read scripts, you will remind your listeners with diabetes, and their family members, of the importance of managing this serious disease. And you will encourage your listeners to take charge of their diabetes... *For Life!*

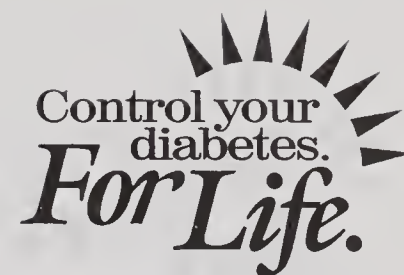
Thank you for your help in reducing the number of deaths and illnesses associated with diabetes in the American Indian community. Your support is greatly appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

**NDEP American Indian Campaign
“Future Generations” Recorded Radio PSA Scripts
(on DAT and Audio Cassette Tape)**



Future Generations (:60 PSA)

SFX

(CROSS-TRIBAL MUSIC COMES UP AND BENEATH)

(ELDERLY WOMAN)

We are American Indians. Our history tells stories of great strength – strength that has guided us through the most threatening times. But the future of our people – is now threatened by diabetes. It is a disease that affects a large number of our people, causing blindness, amputations, kidney failure – even loss of life. But we can fight it – by controlling our blood sugar.

(WOMAN B)

I have diabetes – so I choose to eat healthy foods.

(MAN)

It's something I need to control – so I always take my medication.

(MAN B)

I exercise every day and test my blood sugar.

(ELDERLY WOMAN)

Control your diabetes because our young ones look up to you. We must take charge for future generations. Control your diabetes. For life. Call 1-800-438-5383 to find out how.

Future Generations (:30 PSA)

SFX

(CROSS-TRIBAL MUSIC COMES UP AND BENEATH)

(ELDERLY WOMAN)

The future of our people is threatened by diabetes. But we can fight it by controlling our blood sugar.

(WOMAN B)

I choose healthy foods.

(MAN)

I take my medication.

(MAN B)

I exercise every day and keep my blood sugar close to normal.

(ELDERLY WOMAN)

Control your diabetes because our young ones look up to you.

We must take charge for future generations. Control your diabetes. For life.
Call 1-800-438-5383.

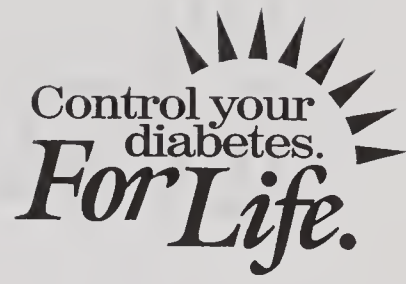


Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

NDEP American Indian Campaign
“Control Your Diabetes. For Life” Live-Read Radio Script Templates



Control Your Diabetes. For Life. (:60 PSA)

The future of American Indians is once again threatened—this time by diabetes. Nearly one out of 10 American Indians has diabetes and it is causing more blindness, amputations, and kidney failure than ever before. But you can fight it—by controlling your blood sugar. Start by knowing your blood sugar numbers.

Test your blood sugar on a regular basis and try to keep it in the normal range. Eat a variety of low fat, high fiber foods and watch how much you eat. Make time for regular physical activity and take your diabetes medication as prescribed. Stick with your diabetes treatment plan and you'll feel better, have more energy, and stay healthy. Take charge of your diabetes for future generations. Control your diabetes. For life. Call the [organization] at [phone number] to learn more.

Control Your Diabetes. For Life. (:30 PSA)

The future of American Indians is once again threatened—this time by diabetes. But you can fight it by controlling your blood sugar.

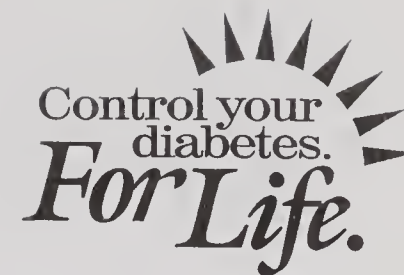
Eat a variety of low fat, high fiber foods and watch how much you eat. Get regular physical activity. Test your blood sugar and take your diabetes medication as prescribed. Take charge for future generations. Control your diabetes. For life. Call the [organization] at [phone number] to learn more.

Control Your Diabetes. For Life. (:20 PSA)

If you have diabetes, keep your blood sugar under control. Take charge of what you eat. Get regular exercise. Test your blood sugar and take your medication. Control your diabetes. For life. Call the [organization] at [phone number] to learn more.



NDEP American Indian Campaign
“Healthy Celebrations” Live-Read Radio Script Templates



Healthy Celebrations (:60 PSA)

American Indians—here’s an important message from the **[organization]**. As American Indians, we gather for many ceremonies and celebrations.

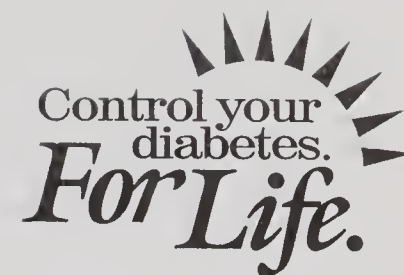
There’s nothing harder for family members and friends with diabetes than making healthy food choices at a big feast. Let them know you’re on their side. Offer a variety of low fat, high fiber foods. That means lots of fruits and vegetables. Cut the fat by serving lean cuts of beef and mutton, fish, and poultry without the skin. Use vegetable oil instead of lard in your cooking. And serve more high fiber foods—like corn, beans, squash, and whole grain breads. Make your next gathering a celebration of healthy eating for everyone. And make it a time to help your loved ones control their diabetes for life. Call the **[organization]** at **[phone number]** to learn more.

Healthy Celebrations (:30 PSA)

American Indians—here’s an important message from the **[organization]**. There’s nothing harder for people with diabetes than making healthy food choices at a big feast. So let them know you’re on their side. Offer a variety of low fat, high fiber foods including lots of fruits and vegetables. Cut the fat by serving lean cuts of beef and mutton, fish, and poultry without the skin. And serve more high fiber foods—like corn, beans, squash, and whole grain breads. Help your family members and friends control their diabetes for life. Call the **[organization]** at **[phone number]** to learn more.



NDEP American Indian Campaign
Sample Letter to Newspaper or Magazine Advertising Directors



Dear Advertising Director:

We need your help.

Diabetes is threatening the future of American Indians. It is one of the most serious health challenges facing American Indians in the United States today. Look at the statistics:

- American Indians and Alaska Natives are almost three times as likely to have diagnosed diabetes as non-Hispanic whites of similar age.
- Among the Pima Indians of Arizona, about 50 percent of adults ages 30 to 64 have diabetes.
- Between 1986 and 1988, the death rate of diabetes in American Indians is estimated to be over four times the rate in non-Hispanic whites.
- American Indians have a higher rate of diabetes complications such as eye and kidney disease, cardiovascular disease, and lower extremity amputations than other groups.

Yet diabetes is a controllable disease.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help American Indians control their diabetes and take steps to avoid its devastating complications. The enclosed print public service advertisements are designed to support that work.

Both print advertisements address the seriousness of diabetes for American Indians and Alaska Natives and encourage them to take charge of diabetes to preserve their culture for future generations. The ads provide information on how to control diabetes and include the National Diabetes Education Program's toll-free telephone number where your readers can request free diabetes information.

By including these print public service advertisements in your publication, you will remind your American Indian readers with diabetes, and their family members, of the importance of managing this serious disease. And you will encourage your readers to take charge of their diabetes... *For Life!*

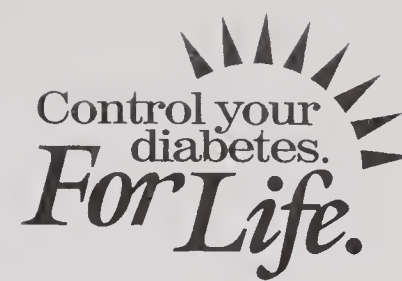
Thank you for your help in reducing the number of deaths and illnesses associated with diabetes in the American Indian community. Your support is greatly appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

NDEP American Indian Campaign
Sample Letter to Newspaper or Magazine Health Editors



Dear Health Editor:

Diabetes has reached epidemic proportions among American Indians. The prevalence rate is almost three times that for non-Hispanic whites of similar age. One tribe in particular, the Pimas of Arizona, has the highest prevalence of diabetes of any population in the world – 50 percent of their adult population has diabetes. Several studies show that diabetes is becoming increasingly common in American Indian youth. American Indians also have a higher incidence of diabetes complications such as eye and kidney disease, cardiovascular disease, and lower extremity amputations than other groups.

To address this critical situation, the National Diabetes Education Program (NDEP), a joint program of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), is launching its first-ever American Indian awareness campaign – *Control Your Diabetes. For Life.* The campaign is designed to motivate American Indians with diabetes to control their blood sugar levels so they will be around to pass on their culture and traditions to future generations.

The campaign messages encourage American Indians with diabetes to work with their health care providers to control their blood sugar levels by choosing healthy food, getting regular physical activity, taking medications as prescribed, and knowing their blood sugar numbers. Keeping blood sugar levels in the normal range can significantly reduce the risk of diabetes-related complications.

By including information about the National Diabetes Education Program's *Control Your Diabetes. For Life.* campaign in your publication, you can help us get these important messages out. Your readers will not only learn that any reduction in their blood sugar levels will improve their quality of life, but they will also learn how they can accomplish that goal.

Enclosed is a feature article about the *Control Your Diabetes. For Life.* campaign that we hope you will use or adapt in a current issue of your publication. Also enclosed are diabetes background information and a list of diabetes experts who would be happy to talk with you. We can also arrange for you to speak with diabetes patients. If you would like to arrange an interview, or have any questions, please feel free to call {NAME} at {PHONE NUMBERS}.

Your support is greatly appreciated. We will call you soon to follow up.

Sincerely,

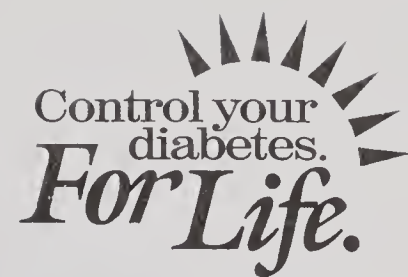


Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

**NDEP American Indian Campaign
Media Advisory Template**



FOR IMMEDIATE RELEASE
{DATE}

Contact: {CONTACT NAME
AND PHONE NUMBER}

**NEW AWARENESS CAMPAIGN TARGETS THE DIABETES EPIDEMIC
IN AMERICAN INDIANS AND ALASKA NATIVES**

{CITY, STATE} – Diabetes is one of the most serious health challenges facing American Indians and Alaska Natives in the United States today. {INSERT YOUR ORGANIZATION’S NAME} and the National Diabetes Education Program, a joint program of the National Institutes of Health and the Centers for Disease Control and Prevention, have launched a new awareness campaign to address this critical situation that has reached epidemic proportions among American Indians and Alaska Natives. Designed to encourage people with diabetes to control their blood sugar levels, the *Control Your Diabetes. For Life.* campaign stresses the seriousness of diabetes but also conveys a message of hope.

“The prevalence of diabetes among American Indians and Alaska Natives is nine percent -- almost three times that of non-Hispanic whites of similar age,” said {NAME AND TITLE} . “The Pima Indians of Arizona have the highest known prevalence of diabetes of any population in the world – approximately 50 percent. Recent reports indicate an increasing incidence of type 2 diabetes in children and adolescents ages 10 and over.”

American Indians and Alaska Natives with diabetes have a higher incidence of diabetes complications such as eye and kidney disease, cardiovascular disease, and lower extremity amputations. For example, the rate of end-stage kidney disease in American Indians is six times higher than in non-Hispanic whites. From 1986 to 1988, the death rate for diabetes in American Indians and Alaska Natives was estimated to be over four times the rate in non-Hispanic whites. Diabetes is also a major risk factor for cardiovascular disease, which is the leading cause of death among American Indians.

-more-

Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>



The goal of the {INSERT YOUR ORGANIZATION'S NAME} *Control Your Diabetes. For Life.* campaign is to inform American Indians and Alaska Natives with diabetes that by controlling their blood sugar levels they can reduce their risks for the devastating complications of diabetes, improve their overall health, and enjoy a better quality of life. "Diabetes can definitely be controlled. By choosing healthy foods, exercising regularly, monitoring blood sugar levels, and taking medications as prescribed, American Indian people with diabetes can make a real difference in their health and well-being," said {NAME AND TITLE}.

Television, radio, and print public service advertisements for the *Control Your Diabetes. For Life.* campaign emphasize that American Indians can fight back and take charge of diabetes to preserve their culture for future generations. Culturally appropriate campaign materials were developed with guidance from the program's American Indian Committee members. The campaign is a key strategy of the President's Initiative on Race which is designed to improve the health status of America's racial and ethnic populations.

The {INSERT YOUR ORGANIZATION'S NAME} has a free booklet called *7 Principles for Controlling Your Diabetes for Life.* The booklet provides people with diabetes with checklists and questions to ask their health care providers about their diabetes care. This booklet and other materials are available for people with diabetes and health care providers by calling {INSERT YOUR ORGANIZATION'S PHONE NUMBER OR USE THE NDEP'S #: 1-800-438-5383} or visiting {INSERT YOUR ORGANIZATION'S WEBSITE ADDRESS OR USE THE NDEP'S WEBSITES: <http://ndep.nih.gov> or <http://www.cdc.gov/diabetes/>.}

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Diabetes Resource Information

These resources will help American Indians with diabetes and their family members find information on diabetes and how to stay healthy. The organizations listed below provide information about healthy foods, recipes, physical activity, and other materials for people with diabetes.

Indian Health Service Diabetes Program

5300 Homestead Rd., NE
Albuquerque, NM 87110
(505) 248-4182
(505) 248-4188 *fax*
<http://www.ihs.gov/MedicalPrograms/Diabetes>
Free catalog of diabetes information available for American Indians.

Association of American Indian Physicians

Oklahoma City, OK
(405) 946-7072
(404) 946-7651 *fax*
aaip@ionet.net

American Association of Diabetes Educators

To find a diabetes teacher near you:
1-800-TEAMUP4 or <http://www.aadenet.org>

American Diabetes Association

To get information on controlling diabetes:
1-800-DIABETES or <http://www.diabetes.org> click on
"Diabetes Info" and "Native American Program."

American Dietetic Association

216 W. Jackson Boulevard, Ste. 800
Chicago, IL 60606-6995
1-800-877-1600
Consumer Nutrition Hotline: 1-800-366-1655
Send a postage-paid envelope to above address and request a free copy of "Navajo Food Practices, Customs, and Holidays" or "Plains Indians – Food Practices, Customs, and Holidays." These publications provide information on culture, diet, and diabetes among Navajo and Plains Indians.

National Heart, Lung and Blood Institute

P.O. Box 30105
Bethesda, MD 20824-0105
(301) 592-8573
(301) 592-8563 *fax*
www.nhlbi.nih.gov
Information on the prevention and treatment of heart, lung, and blood diseases.

The Diabetes Control Program IHS

3200 Canyon Lake Drive
Rapid City, SD 57702
(605) 355-2378
Free brochure – "Living in Balance in Native American Tradition"

Food and Nutrition Information Center

National Agricultural Library/USDA
10301 Baltimore Blvd., Rm. 304
Beltsville, MD 20705-2351
(301) 504-5719
Directory of free or low cost food and nutrition materials.

National Diabetes Education Program and National Diabetes Information Clearinghouse (NDIC)

1 Information Way
Bethesda, MD 20892-3560
1-800-438-5383
<http://ndep.nih.gov>
ndic@info.niddk.nih.gov
Free booklets to help you learn more about controlling diabetes and food choices.

Office of Minority Health Resource Center

P.O. Box 37337
Washington, DC 20013
1-800-444-6472
Information on diabetes materials available for American Indians.

Weight-Control Information Network

1 Win Way
Bethesda, MD 20892-3665
1-800-WIN-8098
www.win@info.niddk.nih.gov
Free brochures on physical fitness and weight management.



The Diabetes Epidemic Among American Indians and Alaska Natives*

What is the composition of the American Indian and Alaska Native populations?

- In 1990, American Indians and Alaska Natives numbered about two million people, or less than 1 percent of the U.S. population. American Indians comprise about 96 percent of this ethnic/minority group.
- There are over 500 tribal organizations in the United States, with many differences in language and culture.

What is diabetes?

- Diabetes is a chronic disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches, and other food into energy.
- Type 1 diabetes, which usually occurs in childhood or adolescence, is relatively rare in American Indians and Alaska Natives.
- Type 2 diabetes, which usually occurs after age 45, is the most common form of diabetes among American Indians and Alaska Natives.

What is the prevalence of diabetes in American Indians and Alaska Natives?

- The overall prevalence of diabetes among American Indians and Alaska Natives combined is *nine percent* (approximately 176,000 cases). On average, they are *2.8 times as likely* to have diagnosed diabetes as non-Hispanic whites of similar age.
- Available data may underestimate the true prevalence of diabetes in American Indians. For example, data from the Navajo Health and Nutrition Survey, published in 1997, showed that about *one-third of Navajo adults had diabetes but had not yet been diagnosed*.

What is the prevalence by age?

- Diabetes is particularly common among middle-aged and older American Indians and Alaska Natives.
- Among the Pima Indians of Arizona, about 50 percent of people between the ages of 30 and 64 have diabetes. Diabetes rates are highest in Pima children whose parents developed diabetes at an early age.
- Until recently, type 2 diabetes was rarely diagnosed in children and adolescents, however, it is now common among American Indian children ages 10 and older.

What is the death rate for diabetes among American Indians and Alaska Natives?

- From 1984 to 1986, diabetes was the sixth leading cause of death among American Indians and Alaska Natives.
- Between 1986 and 1988, the death rate for diabetes in American Indians is estimated to be 4.3 times the rate in non-Hispanic whites.
- Diabetes contributes to several of the leading causes of death in American Indians: heart disease, cerebrovascular disease, pneumonia, and influenza.

How do diabetes-related complications affect American Indians and Alaska Natives?

- From 1987 to 1990 the rate of *end-stage renal disease* (the final stage of kidney disease associated with kidney failure and dialysis) in American Indians with diabetes has been estimated to be six times higher than in non-Hispanic whites. In Pimas, it is the leading cause of death.
- *Diabetic retinopathy* is a deterioration of the blood vessels in the eye caused by high blood glucose levels. It can lead to impaired vision and, ultimately, to blindness. One study showed a 49.3 percent prevalence of diabetic retinopathy in Oklahoma Indians
- Rates of *lower extremity amputation* are high in some American Indians but vary by tribe.
- The incidence of *periodontal disease* is 2.6 times higher in Pima Indians with diabetes than in those without it.

What can American Indians and Alaska Natives with diabetes do to prevent these complications?

- The chances of having diabetes complications can be reduced or delayed significantly by keeping blood sugar levels close to normal.
- People with diabetes should test their blood sugar as often as needed to help meet target blood sugar levels. A hemoglobin A1c test should be done at least twice a year to measure blood sugar control over time. The hemoglobin A1c goal is less than 7 percent.
- People with diabetes can manage their disease by eating the right amounts of a variety of foods, getting regular physical activity, taking diabetes medicine as prescribed, and testing blood sugar levels.
- Community education and support programs can help people with diabetes and their families to manage their diabetes.

*This document is an abridged version of *Diabetes in American Indians and Alaska Natives Fact Sheet*, National Diabetes Information Clearinghouse, National Institute of Diabetes and Digestive and Kidney Diseases, NIH Publication No. 99-4551, April 1999.



Diabetes Overview Fact Sheet

Diabetes mellitus is one of the most common and serious chronic diseases in the United States. About 16 million Americans have diabetes, 5.4 million of whom do not know they have the disease. Each year, approximately 800,000 people are diagnosed with diabetes. The prevalence of diabetes has increased steadily in the last half of this century and will continue to rise with the aging U.S. population, the growth in minority populations most susceptible to type 2 diabetes, and the increasing prevalence of obesity among Americans.

WHAT IS DIABETES?

Diabetes is a metabolic disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches, and other food into energy needed for daily life. Diabetes is characterized by high levels of blood glucose (sugar).

WHAT ARE THE DIFFERENT TYPES OF DIABETES?

There are three main types of diabetes:

- Type 1 diabetes
- Type 2 diabetes
- Gestational diabetes

Type 1 diabetes, formerly called insulin-dependent diabetes mellitus (IDDM) or juvenile-onset diabetes, is an autoimmune disease that results when the body's immune system attacks and destroys its own insulin-producing beta cells in the pancreas. People with type 1 diabetes need daily injections of insulin to live. Type 1 diabetes develops most often in children or young adults and accounts for about 5 to 10 percent of diagnosed diabetes in the United States. Although risk factors are not well defined for type 1 diabetes, autoimmune, genetic and environmental factors are involved in its development.

Type 2 diabetes, formerly called noninsulin-dependent diabetes mellitus (NIDDM) or adult-onset diabetes, is a disease that occurs when the body makes enough insulin but cannot use it effectively. This form of diabetes usually develops in adults over the age of 40. About 90 to 95 percent of people with diabetes have type 2; about 80 percent are overweight. Type 2 diabetes is more common among people who are older; obese; have a family history of diabetes; have had gestational diabetes; and, are of African American, Hispanic American, Asian American, Pacific Islander, and Native American ethnicities.

Gestational diabetes develops or is discovered during pregnancy. This type usually disappears when the pregnancy is over, but women who have had gestational diabetes have a greater risk of developing type 2 diabetes later in their lives.

Revised May 1999

WHAT IS THE SCOPE AND IMPACT OF DIABETES?

Diabetes is widely recognized as one of the leading causes of death and disability in the United States. It was the seventh leading cause of death listed on U.S. death certificates in 1995 and contributed to 187,800 deaths that same year.

Both type 1 and type 2 diabetes are associated with long-term complications that threaten life and the quality of life. Diabetes is the leading cause of adult blindness, end-stage renal disease, and nontraumatic lower-extremity amputations (as a result of nerve disease). People with diabetes are 2 to 4 times more likely to have coronary heart disease and stroke than people without diabetes. In addition, poorly controlled diabetes can complicate pregnancy, and birth defects are more common in babies born to women with diabetes.

Diabetes costs the United States \$98.2 billion each year. Medical costs for diabetes care -- including hospitalizations, medical care, and treatment supplies -- total \$44.1 billion. Indirect costs -- including disability payments, time lost from work, and premature death -- total \$54.1 billion.

HOW IS DIABETES DIAGNOSED?

Symptoms of type 1 diabetes usually develop over a short period of time, although beta cell destruction can begin months, even years, earlier. Symptoms include increased thirst and urination, constant hunger, weight loss, blurred vision, and extreme fatigue. If not diagnosed and treated with insulin, a person can lapse into a life-threatening coma.

The symptoms of type 2 diabetes develop gradually and are not as noticeable as in type 1 diabetes. Symptoms include feeling tired or ill, frequent urination (especially at night), unusual thirst, weight loss, blurred vision, frequent infections, and slow-healing wounds and sores.

Diabetes is diagnosed when the fasting plasma glucose is 126mg/dl or greater, or if a non-fasting plasma glucose is 200 mg/dl or greater on two subsequent days.

HOW IS DIABETES MANAGED?

Diabetes is a self-managed disease because people with diabetes must take responsibility for their day-to-day care. Much of the daily care involves keeping blood glucose near normal levels at all times.

Management of type 1 diabetes: People with type 1 diabetes need daily injections of insulin because their bodies no longer produce insulin. Treatment requires a strict regimen that typically includes a carefully calculated diet, planned physical activity, self-testing of blood glucose, and multiple daily insulin injections.

Management of type 2 diabetes: Treatment for people with type 2 diabetes typically includes diet management, exercise, self-testing of blood glucose, and, in some cases, oral medication and/or insulin. Approximately 40 percent of people with type 2 diabetes require insulin injections.

The goal of diabetes management is to keep blood glucose levels as close to a normal range as safely possible, while avoiding blood glucose levels that are too high (hyperglycemia) or too low (hypoglycemia). Two major studies of diabetes among type 1 and type 2 patients demonstrate the benefits of blood glucose control.

Revised May 1999

The Diabetes Control and Complications Trial (DCCT), showed that intensive blood glucose control in people with type 1 diabetes delayed the onset and progression of eye disease, kidney disease, and nerve disease, reducing the risk by 35 percent to more than 70 percent, by lowering hemoglobin A_{1c} from 9 to 7 percent.² The United Kingdom Prospective Diabetes Study (UKPDS) showed that intensive blood glucose control in people with type 2 diabetes delayed the onset of eye and kidney disease, reducing the risk by 12 to 33 percent, by lowering hemoglobin A_{1c} levels from about 8 to 7 percent.³ These studies further showed that *any* sustained lowering of blood glucose helps, even if the person has a history of poor control. The degree of risk reduction for the change in hemoglobin A_{1c} in the two studies was about the same.

Both the DCCT and UKPDS also shed light on the relationship between blood glucose control and cardiovascular disease. In both studies, there was a trend toward reduced cardiovascular disease with intensive blood glucose control. The UKPDS also showed that lowering blood pressure to normal significantly reduced the risk for all diabetes complications.⁴

WHAT ARE THE MAJOR DIABETES ADVANCES?

In recent years, advances in diabetes research have led to better ways to manage diabetes and treat its complications. Major advances include:

- New forms of purified insulin that are less likely to cause allergic reactions and are nearly identical to the insulin naturally produced by the body.
- Development of external and implantable insulin pumps that deliver appropriate amounts of insulin, replacing daily injections.
- New oral medications to improve control of type 2 diabetes.
- Better ways for patients, doctors, and other health professionals to monitor blood glucose--notably, new devices for self-monitoring of blood glucose, which is performed by the patient, and the hemoglobin A_{1c} (also called H-b-A-one-c) laboratory test, which measures blood glucose control during the previous 3-month period.
- Effective treatment for diabetic eye disease.
- Better ways to manage diabetic pregnancies, improving chances of successful outcomes.
- Treatment strategies to reduce damage to the kidneys, eyes, and nerves.

Adapted from *Diabetes Overview*. National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health, NIH Publication No. 96-3873, October 1995.

¹Report of the Executive Committee on the Diagnosis and Classification of Diabetes Mellitus. *Diabetes Care*. 1997 July; 20 (7): 1183-97.

²The Effect of Intensive Treatment of Diabetes on the Development and Progression of Long-Term Complications in Insulin-Dependent Diabetes Mellitus. *The New England Journal of Medicine*. 1993 September 30; 329 (14): 977-86.

³ United Kingdom Prospective Diabetes Study Group: Intensive blood-glucose control with sulphonylureas or insulin compared with conventional treatment and risk of complications in patients with type 2 diabetes (UKPDS 33). *Lancet* 352: 837-853, 1998.

⁴ United Kingdom Prospective Diabetes Study Group: Tight blood pressure control and risk of macrovascular and microvascular complications in type 2 diabetes (UKPDS 38). *BMJ* 317:703-713, 1998.



Changing the Way Diabetes Is Treated

Purpose

The **National Diabetes Education Program** is a federally-sponsored initiative that involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of diabetes.

Sponsors

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are jointly sponsoring the development of the program.

Need

Current scientific evidence demonstrates that much of the morbidity and mortality of diabetes can be eliminated by aggressive treatment with diet, exercise, and new pharmacology approaches to normalize blood glucose levels. Unfortunately, a wide gap still exists between current and desired diabetes care and practices.

In addition, public awareness about diabetes is very low, despite the fact that the disease is one of the leading causes of death and disability in the United States—affecting an estimated **16 million Americans**, including 5.4 million who are undiagnosed.

Goal

The goal of the program is to reduce the morbidity and mortality associated with diabetes and its complications.

Objectives

The National Diabetes Education Program's objectives are:

- To increase public awareness of the seriousness of diabetes, its risk factors, and potential strategies for preventing diabetes and its complications.
- To improve understanding about diabetes and its control and to promote better self-management behaviors among people with diabetes.
- To improve health care providers' understanding of diabetes and its control and to promote an integrated approach to care.
- To promote health care policies that improve the quality of and access to diabetes care.

Audiences

The National Diabetes Education Program's target audiences include:

- People with diabetes and their families (with special attention to Hispanic Americans, African Americans, Asian Americans, Pacific Islanders, and Native Americans)
- General public
- Health care providers
- Health care payers, purchasers, and policy makers

Strategies

The National Diabetes Education Program is:

- Creating program partnerships with other organizations concerned about diabetes and the health status of their constituents.
- Developing and implementing ongoing diabetes awareness and education activities.
- Identifying, developing, and disseminating educational tools and resources, including those that address the needs of special populations.
- Developing and disseminating guiding principles that promote quality diabetes care.
- Promoting policies and activities to improve the quality of and access to diabetes care.

Steering Committee

The program's Steering Committee organizations include:

- American Academy of Family Physicians • American Academy of Nurse Practitioners • American Association of Clinical Endocrinologists • American Association of Diabetes Educators • American College of Physicians • American Diabetes Association • American Dietetic Association • American Pharmaceutical Association • Association of American Indian Physicians • Association of Asian/Pacific Community Health Organizations • California Diabetes Control Program • Endocrine Society • General Motors Corporation • Juvenile Diabetes Foundation International • Links, Inc. • Lions Clubs International • Michigan Diabetes Research and Training Center • Mutual of Omaha Companies • National Coalition of Hispanic Health & Human Services Organizations • National Kidney Foundation • National Medical Association • Prudential Center for Health Research • Puerto Rican Association of Diabetes Educators • Kaiser Permanente (Stockton, CA) • Vanderbilt University Diabetes Research and Training Center • Wyoming Diabetes Control Program

Getting Involved

The program is forming partnerships with organizations concerned about diabetes and the health status of their constituents. Partners can work with the National Diabetes Education Program in a variety of ways. You can adopt the program's messages and tailor them for your members or constituents. You can disseminate information to the media, coordinate education activities, and share resources with other partner organizations. You can also work with the program to influence the health delivery system to improve quality and access.

For More Information

To learn more about the National Diabetes Education Program, please contact:

You may also visit the National Diabetes Education Program's web sites at [http:// ndep.nih.gov/](http://ndep.nih.gov/) or [http:// www.cdc.gov/](http://www.cdc.gov/) or call 1-800-438-5383 for updates on the program's progress, and to obtain diabetes education materials for patients and health care providers.



NDEP Publications Resource List

MATERIALS FOR PATIENTS

Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy (NDEP-8)

This 2-color patient education booklet provides an action plan for diabetes control that includes tips for knowing blood sugar levels, reaching blood sugar goals, and maintaining blood sugar control. NIH Publication No. 98-4351

Tome su diabetes en serio, para que no se vuelva cosa seria. Recomendaciones para sentirse mejor y estar más saludable. (NDEP-9)

Spanish version of *Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy*.

Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control. (NDEP-10)

This reproducible, black-and-white patient education brochure provides information on measuring blood sugar levels using the hemoglobin A_{1c} test and the finger-stick test (with a blood glucose monitor). NIH Publication No. 98-4350

Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo. (NDEP-11)

Spanish version of *Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control*.

7 Principles for Controlling Your Diabetes for Life. (NDEP-17)

This easy-to-read brochure for people with diabetes describes the essential components of quality diabetes care in a checklist form. NIH Publication No. 98-4343L.

7 Principios para controlar la diabetes durante toda la vida (NDEP-18)

Spanish version of the *7 Principles for Controlling Your Diabetes for Life*. NIH Publication No. 98-4343S

Now! Expanded Coverage for Diabetes — Medicare & You (NDEP-19)

This brochure provides information on expanded benefits for diabetes equipment and supplies for Medicare beneficiaries who have diabetes.

Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes. (NDEP-30)

Spanish version of *Now! Expanded Coverage for Diabetes — Medicare & You*.

MATERIALS FOR HEALTH CARE PROVIDERS

Control Your Diabetes. For Life. Campaign Guide for Partners (NDEP-15)

This 48-page practical guide is designed to help partner organizations disseminate the *Control Your Diabetes. For Life*. campaign messages. NIH Publication No. 99-2131

Control Your Diabetes. For Life. Campaign Poster (NDEP-32)

This 4-color poster shows the “Many Faces of Diabetes” and reinforces the campaign theme.

Diabetes: A Guide for Communities (NDEP-21)

A how-to kit including ideas, tools, and guidelines for community partnerships and diabetes activities.

Diabetes Numbers At-a-Glance (NDEP-12)

This quick-reference pocket guide for health care providers lists criteria for diagnosing diabetes and treating people with diabetes.

Guiding Principles of Diabetes Care (NDEP-16)

This booklet describes the essential components of quality diabetes care for people with diabetes, their families, health care providers, and insurers. NIH Publication No. 98-4343

Guía de Principios para el Cuidado de la Diabetes (NDEP-20)

Spanish Version of *Guiding Principles of Diabetes Care*.

Medicare Benefits and Controlling Your Diabetes Community Kit (NDEP-22)

This kit provides organizations with tools to promote the expanded benefits for Medicare recipients for diabetes equipment and supplies.

How Can Medicare Help You Control Your Diabetes? Poster (NDEP-31)

This poster provides information about Medicare's Expanded Coverage for Diabetes equipment and monitoring supplies.

VIDEOTAPES AND MEDIA KITS***Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS)***(NDEP-23)

Includes: "Taking Control" 30-second general audience PSA; "Family Reunion" 30-second African American PSA; "Thunder and Lightning" 30-second Hispanic/Latino PSA in English; "Couple in Rain" 15-second Hispanic/Latino PSA; "Stubborn Cow" 15-second Hispanic/Latino PSA; "Snow Storm" 15-second Hispanic/Latino PSA; "Future Generations" 30-second American Indian PSA; "Medicare Benefits—Controlling Your Diabetes" 30-second Seniors PSA; "Beneficios del Medicare—Controlando su Diabetes" 30-second Hispanic/Latino Seniors PSA.

Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS) (NDEP-14)

Includes: "Many Faces of Diabetes" 60-, 30-, and 15-second general audience PSAs; "Rayos y Truenos" 30-second PSA in Spanish; message from U.S. Surgeon General Dr. David Satcher; and campaign launch video news release.

Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS) (NDEP-24)

This video introduces the National Diabetes Education Program and its purpose, goals, and objectives. Presents reasons why health care providers should participate in the program and information on the devastating effects of diabetes.

General Audience Campaign Media Kit (NDEP-25)

Focuses on seriousness of diabetes and importance of controlling blood sugar levels. Includes sample news release, diabetes statistics, resources, educational materials for people with diabetes, print public service ads, and live-read radio scripts.

African American Media Kit (NDEP-26)

Focuses on seriousness of diabetes in the African American population with a "Family Reunion" theme. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

American Indian Media Kit (NDEP-27)

Focuses on seriousness of diabetes in the American Indian population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

Asian American and Pacific Islander Media Kit (NDEP-28)

Focuses on seriousness of diabetes in the Asian American/Pacific Islander population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

Hispanic and Latino Media Kit (NDEP-29)

Focuses on seriousness of diabetes in Hispanic and Latino population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

Publication Order Form

Materials for Patients

ITEM	Number of copies	Number of packages	Total
(NDEP-8) <i>Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy</i> Single copy free. Package of 50: \$5			
(NDEP-9) <i>Tome su diabetes en serio, para que no se vuelva cosa seria.</i> <i>Recomendaciones para sentirse mejor y estar más saludable.</i> Single copy free. Package of 50: \$5			
(NDEP-10) <i>Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control</i> Single copy free. Package of 50: \$5			
(NDEP-11) <i>Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo.</i> Single copy free. Package of 50: \$5			
(NDEP-17) <i>7 Principles for Controlling Your Diabetes for Life.</i> Single copy free. Package of 50: \$5			
(NDEP-18) <i>7 Principios para controlar la diabetes para toda la vida</i> Single copy free. Package of 50: \$5			
(NDEP-19) <i>Now! Expanded Coverage for Diabetes — Medicare & You</i> Up to 50 free. Additional packages of 25: \$1			
(NDEP-30) <i>Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes.</i> Up to 50 free. Additional packages of 25: \$1			

Materials for Health Care Providers

ITEM	Number of copies	Number of packages	Total
(NDEP-15) <i>Control Your Diabetes. For Life. Campaign Guide for Partners</i> Single copy free. Each additional copy: \$3			
(NDEP-32) <i>Control Your Diabetes. For Life. Campaign Poster</i> Single copy free. Each additional copy: \$1 (Limited quantity available)			
(NDEP-21) <i>Diabetes: A Guide for Communities</i> Single copy free. Each additional copy: \$3			
(NDEP-12) <i>Diabetes Numbers At-a-Glance</i> Single copy free. Package of 10: \$5			
(NDEP-16) <i>Guiding Principles of Diabetes Care</i> Single copy free. Package of 50: \$5			
(NDEP-20) <i>Guía de Principios para el Cuidado de la Diabetes</i> Single copy free. Package of 50: \$5			

(NDEP-22) Medicare Benefits and Controlling Your Diabetes Community Kit Single copy free. Each additional copy: \$2			
(NDEP-31) How Can Medicare Help You Control Your Diabetes? Poster Single copy free. Each additional copy: \$1			
Videotapes & Media Kits			
ITEM	Number of copies	Number of packages	Total
(NDEP-23) Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS) \$10 each copy			
(NDEP-14) Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS) \$10 each copy			
(NDEP-24) Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS) \$10 each copy			
(NDEP-25) General Audience Campaign Media Kit Single copy free. Each additional copy: \$1			
(NDEP-26) African American Media Kit Single copy free. Each additional copy: \$1			
(NDEP-27) American Indian Media Kit Single copy free. Each additional copy: \$1			
(NDEP-28) Asian American/Pacific Islander Media Kit Single copy free. Each additional copy: \$1			
(NDEP-29) Hispanic/Latino Media Kit Single copy free. Each additional copy: \$1			
Grand Total			\$

Includes Shipping

Please note that many of the print materials listed on this form, as well as radio PSA scripts and a complete slide presentation about diabetes and the NDEP are available for downloading from the National Diabetes Education Program web site at <http://ndep.nih.gov>. Government publications and audio-visual materials are not subject to copyright restrictions. You are encouraged to duplicate and distribute as many copies as desired.

Please print
clearly and
provide all necessary
mailing
information.

Make checks payable
to NDIC.

Bulk orders must be
prepaid in U.S. dollars

Please do not send
cash.

Name _____

Title/Organization _____

Address _____

City _____ State _____

ZIP _____ Telephone _____

Please return this order form with payment to
National Diabetes Information Clearinghouse

1 Diabetes Way, Bethesda, MD 20892-3600 (Please use 9-digit ZIP code)
Tel: (301) 654-3327 Fax: (301) 907-8906 E-mail: ndic@info.niddk.nih.gov
Allow 4 to 6 weeks for delivery.

Revised May 1999

Control your diabetes for future generations.



The future of American Indians is threatened by diabetes. But we can fight it by controlling our blood sugar.

We can work to keep our blood sugar close to normal by choosing healthy foods, staying physically active, taking our diabetes medication, and testing our blood sugar. And if you know people who have diabetes, help them take these steps to keep their blood sugar under control.

As American Indians, we need to control our diabetes because our young ones look up to us. We must take charge of diabetes – for future generations.

Call 1-800-438-5383 to learn more. Or visit our website at: <http://ndep.nih.gov>.



A joint program
of the National
Institutes of
Health and the
Centers for
Disease Control
and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

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A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2" x 5 1/4"

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A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2" x 2"

2 1/16" x 5 1/4"



A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

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Control your diabetes for future generations.

2 1/16" x 10"

National Diabetes Education Program: "Future Generations" Newspaper Ads (65 line screen). This artwork is camera-ready and may be reprinted and disseminated without permission.

Diabetes is threatening the future of American Indians.



We can fight diabetes by controlling our blood sugar.

Diabetes is a disease that affects a large number of our people, causing blindness, amputations, kidney failure – even loss of life.

But we can fight it by controlling our blood sugar. We can work to keep it close to normal by choosing healthy foods, staying physically active, taking our diabetes medication, and testing our blood sugar.

We must take charge of diabetes for future generations.



Call 1-800-438-5383 to learn more.
Or visit us at <http://ndep.nih.gov>.



A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

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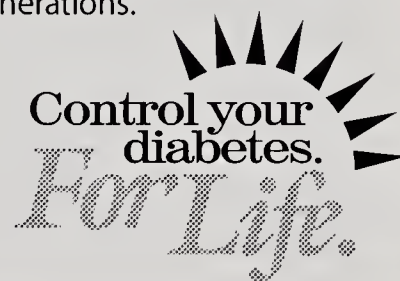
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A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2"x 5 1/4"

Diabetes is threatening our future.



But we can fight it by controlling our blood sugar.

Control your diabetes. For life.

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A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2"x 2"



A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

But we can fight it by controlling our blood sugar.
Control your diabetes. For life.
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Diabetes is threatening our future.

National Diabetes Education Program: "Threatening" Newspaper Ads (65 line screen). This artwork is camera-ready and may be reprinted and disseminated without permission.



Diabetes is threatening the future of American Indians.

But we can fight it by controlling our blood sugar.

Diabetes is a disease that affects a large number of our people, causing blindness, amputations, kidney failure – even loss of life.

But we can fight it – by controlling our blood sugar. We can work to keep it close to normal by choosing healthy foods, staying physically active, taking our diabetes medication, and testing our blood sugar. And if you know

people with diabetes, help them take these steps to keep their blood sugar under control.

We need to control our diabetes because our young ones look up to us. We must take charge of diabetes – for future generations.

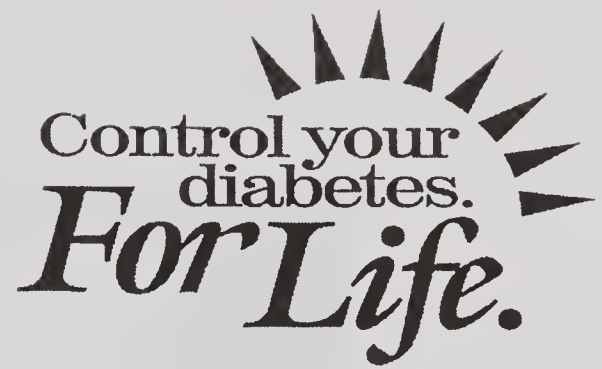
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A joint program
of the National
Institutes of
Health and the
Centers for
Disease Control
and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION



**CONTROL YOUR DIABETES. FOR LIFE.
AMERICAN INDIAN CAMPAIGN**

**Media Distribution List
(Print & Radio)**

Criteria

- Newspapers, magazines and radio stations across the United States that target American Indians.
 - Daily and weekly newspapers (43 total)
 - Radio stations and American Indian radio programming (67 total)
 - Magazines (13 total)
- Selected newspaper and radio stations (with a maximum power of 50 MgHz) in 7 states with a high concentration of American Indians: AZ, NM, OK, MT, SD, ND, AK
 - Daily and weekly newspapers (103 total)
 - Radio stations (249 total)

American Indian Campaign Media List

AMERICAN INDIAN NEWSPAPERS

Publication:	City:	ST:	Phone:
The Chickaloon News	Chickaloon	AK	
The Nome Nugget	Nome	AK	
The Choctaw Advocate	Butler	AL	
Navajo-Hopi Observer	Flagstaff	AZ	
Fort Apache Scout	Whiteriver	AZ	
The Hopi Tutuveni	Kykotsmobi	AZ	
The Winslow Mail	Winslow	AZ	
Navajo Times	Window Rock	AZ	
Western Tribal News	Campo	CA	
Ute Pass Courier	Woodland Park	CO	
The Dodge County News	Eastman	GA	
Cherokee Tribune Plus	Canton	GA	
Riverside Current	Riverside	IA	
Newton Press-Mentor	Newton	IL	
Union County Review	Liberty	IN	
The Liberty Herald	Liberty	IN	
Tribal Observer	Mt. Pleasant	MI	
Win Awenen Nisitotung	Sault Ste. Mari	MI	
The Native American Press	Bemidji	MN	
Anishinaabeg Today	White Earth	MN	
The Choctaw Plaindealer	Ackerman	MS	
Glacier Reporter	Browning	MT	
Char-Koosta News	Pablo	MT	
Big Horn County News	Hardin	MT	
The Carolina Indian Voice	Pembroke	NC	
Turtle Mountain Times	Belcourt	ND	
Defenser Chieftain	Socorro	NM	
Indian Trader	Gallup	NM	
Jicarilla Chieftan	Dulce	NM	
Gallup Independent	Gallup	NM	
Tahlequah Daily Pictorial Press	Tahlequah	OK	
Fort Gibson Times	Fort Gibson	OK	
Stilwell Democrat Journal	Stilwell	OK	
Indian Journal	Eufaula	OK	
Westville Reporter	Westville	OK	
The Seminole Producer	Seminole	OK	
The Chickasaw Times	Ada	OK	
Oklahoma Indian Times	Tulsa	OK	
The Manitoulin Expositor	Little Current	ON	
Indian Country Today	Rapid City	SD	
Eagle Butte News	Eagle Butte	SD	
Todd County Tribune	Mission	SD	
Mellette County News	Mission	SD	



American Indian Campaign Media List

NEWSPAPERS IN TARGETED STATES

Publication:	City:	ST:	Phone:	Fax:
Capitol City Weekly	Juneau	AK		
The Anchorage Press	Anchorage	AK		
Anchorage Daily News	Anchorage	AK		
Fairbanks Daily News Miner	Fairbanks	AK		
Arrowhead Ranch Independent	Sun City	AZ		
Arizona Daily Wildcat	Tucson	AZ		
Wampus Saver	Show Low	AZ		
Arizona Pennysaver	Tempe	AZ		
Arizona Business Gazette	Phoenix	AZ		
Foothills Sentinel	Cave Creek	AZ		
The Tribune	Prescott Valley	AZ		
The Verde Independent	Cottonwood	AZ		
Apache Junction Independent	Apache Junction	AZ		
East Mesa Independent	Apache Junction	AZ		
The Prospector	Glendale	AZ		
Paradise Valley Independent	Scottsdale	AZ		
Sun City West Independent	Sun City	AZ		
Sun City Independent	Sun City	AZ		
Arizona Informant	Phoenix	AZ		
New Times	Phoenix	AZ		
The Catholic Sun	Phoenix	AZ		
Chandler/Sun Lakes Independent	Chandler	AZ		
Gilbert Independent	Chandler	AZ		
West Valley View	Litchfield Park	AZ		
Daily News Sun	Sun City	AZ		
The Arizona Republic	Phoenix	AZ		
Scottsdale Tribune	Scottsdale	AZ		
Tucson Citizen	Tucson	AZ		
The Arizona Daily Star	Tucson	AZ		
Yuma Daily Sun	Yuma	AZ		
The Tribune	Mesa	AZ		
Sierra Vista Herald	Sierra Vista	AZ		
State Press	Tempe	AZ		
Green Valley News	Green Valley	AZ		
Explorer Newspaper	Tucson	AZ		
The DesertLeaf	Tucson	AZ		
Tucson Weekly	Tucson	AZ		
Today's News Herald	Lake Havasu Cit	AZ		
The Daily Courier	Prescott	AZ		
Mohave Valley Daily News	Bullhead City	AZ		
The Arizona Daily Sun	Flagstaff	AZ		
The Daily Inter Lake	Kalispell	MT		
Missoulian	Missoula	MT		
The Billings Gazette	Billings	MT		
The Montana Standard	Butte	MT		
Great Falls Tribune	Great Falls	MT		
The Adit	Helena	MT		
Independent Record	Helena	MT		
Consumer Press	Great Falls	MT		
Life & Times Press	Hamilton	MT		
The Western Montana Messenger	Missoula	MT		
Bozeman Daily Chronicle	Bozeman	MT		
Agri-News	Billings	MT		
The Bismarck Tribune	Bismarck	ND		
Grand Forks Herald	Grand Forks	ND		
Williston Plains Reporter	Williston	ND		
The Finder	Bowman	ND		
The Finder	Mandan	ND		

Publication:	City:	ST:	Phone:	Fax:
The Minot Daily News	Minot	ND		
Daily Times	Farmington	NM		
Las Cruces Bulletin	Las Cruces	NM		
The Albuquerque Tribune	Albuquerque	NM		
New Mexico Daily Lobo	Albuquerque	NM		
Las Cruces Sun-News	Las Cruces	NM		
Albuquerque Journal	Albuquerque	NM		
Valencia County News-Bulletin	Belen	NM		
Santa Fe Reporter	Santa Fe	NM		
The Observer	Rio Rancho	NM		
The New Mexican	Santa Fe	NM		
Weekly Alibi	Albuquerque	NM		
Hobbs Daily News-Sun	Hobbs	NM		
Rio Grande Sun	Espanola	NM		
Roswell Daily Record	Roswell	NM		
The Oklahoma Daily	Norman	OK		
Enid News and Eagle	Enid	OK		
The Oklahoma Leader	Durant	OK		
Examiner-Enterprise	Bartlesville	OK		
Tulsa World	Tulsa	OK		
The Lawton Constitution	Lawton	OK		
The Daily Oklahoman	Oklahoma City	OK		
The Daily O'Collegian	Stillwater	OK		
East Oklahoma County Extra	Midwest City	OK		
Oklahoma Gazette	Oklahoma City	OK		
Baptist Messenger	Oklahoma City	OK		
The Ada Evening News	Ada	OK		
The Daily Ardmoreite	Ardmore	OK		
The Oklahoma Eagle	Tulsa	OK		
Shawnee News-Star	Shawnee	OK		
The Cannoneer	Fort Sill	OK		
News-Press	Stillwater	OK		
Edmond Evening Sun	Edmond	OK		
The Ponca City News	Ponca City	OK		
The Norman Transcript	Norman	OK		
The Sunday Sun	Midwest City	OK		
The Grove Sun	Grove	OK		
Watertown Public Opinion	Watertown	SD		
The Daily Republic	Mitchell	SD		
Broadcaster	Vermillion	SD		
Argus Leader	Sioux Falls	SD		
Weekly Prospector	Lead	SD		
West River Catholic	Rapid City	SD		
The Rapid City Journal	Rapid City	SD		
Aberdeen American News	Aberdeen	SD		



American Indian Campaign Media List

AMERICAN INDIAN RADIO STATIONS

Publication:	City:	ST:	Phone:	Fax:
KIYU-AM	Galena	AK		
KRBD-FM	Ketchikan	AK		
KNOM-AM	Nome	AK		
KBRW-AM	Barrow	AK		
KSKO-AM	McGrath	AK		
Knowing is Caring	Bethel	AK		
Different Drums	Homer	AK		
KSDP-AM	Sand Point	AK		
KSKA-FM	Anchorage	AK		
KNBA-FM	Anchorage	AK		
KOTZ-AM	Kotzebue	AK		
KYUK-AM	Bethel	AK		
KDLG-AM	Dillingham	AK		
KZPA-AM	Fort Yukon	AK		
KIAL-AM	Unalaska	AK		
KNSA-AM	Unalakleet	AK		
KICY-AM	Nome	AK		
WQLS-FM	Dothan	AL		
WZPQ-AM	Jasper	AL		
KBHC-AM	Nashville	AR		
KHAC-AM	Window Rock	AZ		
KATO-AM	Safford	AZ		
KNNB-FM	Whiteriver	AZ		
KTBA-AM	Tuba City	AZ		
KJAA-AM	Globe	AZ		
Spirit Line	Tuba City	AZ	st. 1	
KTNN-AM	Window Rock	AZ		
KGHR-FM	Tuba City	AZ		
KIKO-AM	Miami	AZ		
XHRM-FM	National City	CA		
KIDE-FM	Hoopa	CA		
KHSU-FM	Arcata	CA		
KSUT-FM	Ignacio	CO		
KUVO-FM	Denver	CO		
KRZA-FM	Alamosa	CO		
KGNU-FM	Boulder	CO		
New Directions	Bloomfield	CT		
KAXE-FM	Grand Rapids	MN		
WBSY-FM	Rose Hill	NC		
WTAB-AM	Tabor City	NC		
WYRU-AM	Red Springs	NC		
KEYA-FM	Belcourt	ND		
KMHA-FM	New Town	ND		
KZUM-FM	Lincoln	NE		
KGLP-FM	Gallup	NM		
KNDN-AM	Farmington	NM		
KTDB-FM	Pinehill	NM		
Navajo Nation Weekend	Grants	NM		
KSHI-FM	Zuni	NM		
KUNM-FM	Albuquerque	NM		
KABR-AM	Magdalena	NM		
KCIE-FM	Dulce	NM		
CKON-FM	Rooseveltown	NY		
WCNW-AM	Fairfield	OH		
KADA-FM	Ada	OK		
KGOU-FM	Norman	OK		
KWSO-FM	Warm Springs	OR		
KLND-FM	McLaughlin	SD		

Publication:	City:	ST:	Phone:	Fax:
KOLY-AM	Mobridge	SD		
KINI-FM	Saint Francis	SD		
KILI-FM	Porcupine	SD		
WCTU-FM	Tazewell	TN		
Mornings in McNairy	Selmer	TN		
KURR-FM	Salt Lake City	UT		
On Line	Lexington	VA		
WTCH-AM	Shawano	WI	ct.	
WOJB-FM	Hayward	WI		



American Indian Campaign Media List

RADIO STATIONS IN TARGETED STATES

Publication:	City:	ST:	Phone:	Fax:	StationForm
KLAM-AM	Cordova	AK			Music
KNIK-FM	Anchorage	AK			Music
KWHL-FM	Anchorage	AK			Music
KLEF-FM	Anchorage	AK			Music
KAKQ-FM	Fairbanks	AK			Music
KJNP-AM	North Pole	AK			Music
KJNP-FM	North Pole	AK			Music
KSLD-AM	Kenai	AK			Music
KKRO-FM	Anchorage	AK			Music
KMBQ-FM	Wasilla	AK			Music
KBRJ-FM	Anchorage	AK			Music
KJNO-AM	Juneau	AK			Talk
KGTW-FM	Ketchikan	AK			Music
KVOK-AM	Kodiak	AK			Music
KIAK-AM	Fairbanks	AK			News
KWLF-FM	Fairbanks	AK			Music
KFLT-AM	Tucson	AZ			Music
KBAQ-FM	Mesa	AZ			Music
KIIM-FM	Tucson	AZ			Music
KZON-FM	Phoenix	AZ			Music
KISO-AM	Phoenix	AZ			Music
KKFR-FM	Phoenix	AZ			Music
KMYL-FM	Phoenix	AZ			Music
KTAN-AM	Sierra Vista	AZ			Music
KZMK-FM	Sierra Vista	AZ			Music
KBSZ-AM	Wickenburg	AZ			Music
KBSZ-FM	Wickenburg	AZ			Music
KGMS-FM	Tucson	AZ			Music
KBAS-AM	Bullhead City	AZ			Music
KDKB-FM	Mesa	AZ			Music
KWCD-FM	Sierra Vista	AZ			Music
KLJZ-FM	Yuma	AZ			Music
KAVV-FM	Benson	AZ			Music
KWCX-FM	Willcox	AZ			Music
KFMA-FM	Tucson	AZ			Music
KWFM-FM	Tucson	AZ			Music
KUAT-FM	Tucson	AZ			Music
KAHM-FM	Prescott	AZ			Music
KGLQ-FM	Phoenix	AZ			Music
KNOT-AM	Prescott	AZ			Music
KKER-AM	Casa Grande	AZ			Music
KVSL-AM	Show Low	AZ			Music
KRFM-FM	Show Low	AZ			Music
KLUK-FM	Bullhead City	AZ			Music
KEAL-FM	Douglas	AZ			Music
KVNA-FM	Flagstaff	AZ			Music
KBZG-FM	Payson	AZ			Music
KZZP-FM	Mesa	AZ			Music
KOY-AM	Phoenix	AZ			Music
KYOT-FM	Phoenix	AZ			Music
KUPD-FM	Tempe	AZ			Music
KPXQ-AM	Phoenix	AZ			Talk
KNKK-FM	Bullhead City	AZ			Music
KHOT-FM	Phoenix	AZ			Music
KSLX-FM	Phoenix	AZ			Music
KZUL-FM	Lake Havasu City	AZ			Music
KRQQ-FM	Tucson	AZ			Music
KZGL-FM	Flagstaff	AZ			Music

Publication:	City:	ST:	Phone:	Fax:	StationForm
KYJT-FM	Yuma	AZ			Music
KZZZ-FM	Kingman	AZ			Music
KXEG-AM	Phoenix	AZ			Talk
KGGL-FM	Missoula	MT			Music
KLAN-FM	Glasgow	MT			Music
KQDI-FM	Great Falls	MT			Music
KMSL-AM	Great Falls	MT			Talk
KZMT-FM	Helena	MT			Music
KZOQ-FM	Missoula	MT			Music
KAAR-FM	Butte	MT			Music
KOPR-FM	Butte	MT			Music
KBOW-AM	Butte	MT			Music
KZLO-FM	Bozeman	MT			Music
KOBB-AM	Bozeman	MT			Music
KLFM-FM	Great Falls	MT			Music
KLCM-FM	Lewistown	MT			Music
KDBR-FM	Kalispell	MT			Music
KXEI-FM	Havre	MT			Music
KLTZ-AM	Glasgow	MT			Music
KBLL-FM	Helena	MT			Music
KBBZ-FM	Kalispell	MT			Music
KXTL-AM	Butte	MT			Music
KMBR-FM	Butte	MT			Music
KSEN-AM	Shelby	MT			Music
KZIN-FM	Shelby	MT			Music
KCTR-AM	Billings	MT			Music
KCTR-FM	Billings	MT			Music
KKBR-FM	Billings	MT			Music
KSCY-FM	Bozeman	MT			Music
KIDX-FM	Billings	MT			Music
KOBB-FM	Bozeman	MT			Music
KQRK-FM	Polson	MT			Music
KATQ-AM	Plentywood	MT			Music
KUFM-FM	Missoula	MT			Music
KMSO-FM	Missoula	MT			Music
KYYA-FM	Billings	MT			Music
KMMS-FM	Bozeman	MT			Music
KATQ-FM	Plentywood	MT			Music
KNDK-AM	Langdon	ND			Music
KZZJ-AM	Rugby	ND			Music
KPOK-AM	Bowman	ND			Music
KSJZ-FM	Jamestown	ND			Music
KVOX-FM	Fargo	ND			Music
KDVL-FM	Devils Lake	ND			Music
KYYX-FM	Minot	ND			Music
KCJB-AM	Minot	ND			Music
KQLX-FM	Lisbon	ND			Music
KYNU-FM	Carrington	ND			Music
KNDK-FM	Langdon	ND			Music
KFGO-FM	Fargo	ND			Music
KQWB-AM	Fargo	ND			Music
KBMR-AM	Bismarck	ND			Music
KLTA-FM	Fargo	ND			Music
WDAY-FM	Fargo	ND			Music
KQHT-FM	Grand Forks	ND			Music
KDLR-AM	Devils Lake	ND			Music
KJKJ-FM	Grand Forks	ND			Music
KQDY-FM	Bismarck	ND			Music
KHOL-AM	Beulah	ND			Music

Publication:	City:	ST:	Phone:	Fax:	StationForm
KBTO-FM	Bottineau	ND			Music
KMXA-FM	Minot	ND			Music
KBYZ-FM	Mandan	ND			Music
KYYY-FM	Bismarck	ND			Music
KLXX-AM	Mandan	ND			Music
KKCT-FM	Mandan	ND			Music
KZRR-FM	Albuquerque	NM			Music
KRST-FM	Albuquerque	NM			Music
KRSY-AM	Roswell	NM			Music
KTZA-FM	Artesia	NM			Music
KATK-FM	Carlsbad	NM			Music
KMGA-FM	Albuquerque	NM			Music
KIXN-FM	Hobbs	NM			Music
KPSA-FM	Alamogordo	NM			Music
KYBR-FM	Espanola	NM			Music
KRWN-FM	Farmington	NM			Music
KLVF-FM	Las Vegas	NM			Music
KCHS-AM	Truth Or Consequences	NM			Music
KCDY-FM	Carlsbad	NM			Music
KMVR-FM	Las Cruces	NM			Music
KISZ-FM	Farmington	NM			Music
KDZZ-AM	Albuquerque	NM			Music
KZKL-FM	Albuquerque	NM			Music
KZSS-AM	Albuquerque	NM			Talk
KTBL-FM	Albuquerque	NM			Music
KYKK-AM	Hobbs	NM			Talk
KIVA-AM	Albuquerque	NM			Music
KWYK-FM	Farmington	NM			Music
KIOT-FM	Albuquerque	NM			Music
KMMG-FM	Albuquerque	NM			Music
KVSF-AM	Santa Fe	NM			Talk
KEDP-FM	Las Vegas	NM			Music
KBUY-AM	Ruidoso	NM			Music
KRTN-AM	Raton	NM			Music
KMOU-FM	Roswell	NM			Music
KBIM-FM	Roswell	NM			Music
KKSS-FM	Albuquerque	NM			Music
KSNM-FM	Las Cruces	NM			Music
KROL-FM	Las Cruces	NM			Music
KHFM-FM	Albuquerque	NM			Music
KWES-FM	Ruidoso	NM			Music
KPER-FM	Hobbs	NM			Music
KRUI-AM	Ruidoso Downs	NM			Music
KAJR-FM	Angel Fire	NM			Music
KBCQ-FM	Roswell	NM			Music
KLBC-FM	Durant	OK			Music
KEOR-AM	Atoka	OK			Music
KHKC-FM	Atoka	OK			Music
KSEO-AM	Durant	OK			Music
KMGZ-FM	Lawton	OK			Music
KOKF-FM	Oklahoma City	OK			Music
KRKZ-FM	Altus	OK			Music
KKVO-FM	Altus	OK			Music
KKEN-FM	Duncan	OK			Music
KYBE-FM	Frederick	OK			Music
KFXI-FM	Marlow	OK			Music
KGLC-FM	Miami	OK			Music
KYNZ-FM	Ardmore	OK			Music
KMAD-AM	Madill	OK			Music

Publication:	City:	ST:	Phone:	Fax:	StationForm
KKRX-AM	Lawton	OK			Music
KJYO-FM	Oklahoma City	OK			Music
KMOD-FM	Tulsa	OK			Music
KBEZ-FM	Tulsa	OK			Music
KMMY-FM	Muskogee	OK			Music
KJOV-FM	Woodward	OK			Music
KRXO-FM	Oklahoma City	OK			Music
KQSR-FM	Oklahoma City	OK			Music
KNTL-FM	Oklahoma City	OK			Talk
KTST-FM	Oklahoma City	OK			Music
KTNT-FM	Oklahoma City	OK			Music
KTMC-FM	McAlester	OK			Music
KLAW-FM	Lawton	OK			Music
KNED-AM	McAlester	OK			Music
KMGL-FM	Oklahoma City	OK			Music
KOMA-AM	Oklahoma City	OK			Music
KCDL-FM	Cordell	OK			Music
KOKC-AM	Guthrie	OK			Music
KPNC-FM	Ponca City	OK			Music
KLVV-FM	Ponca City	OK			Music
KNID-FM	Enid	OK			Music
KCES-FM	Eufaula	OK			Music
KOMH-AM	Bartlesville	OK			Music
KCKI-FM	Tulsa	OK			Music
KQCV-AM	Oklahoma City	OK			Talk
KTLS-FM	Ada	OK			Music
KITO-FM	Vinita	OK			Music
KXOJ-FM	Tulsa	OK			Music
KXOJ-AM	Tulsa	OK			Music
KCLI-AM	Clinton	OK			Music
KKBI-FM	Broken Bow	OK			Music
KVCS-FM	Perry	OK			Music
KATT-FM	Oklahoma City	OK			Music
KBYE-AM	Oklahoma City	OK			Music
KUSH-AM	Cushing	OK			Music
KOFM-FM	Enid	OK			Music
KMCO-FM	McAlester	OK			Music
KTAT-AM	Frederick	OK			Music
KQLL-FM	Tulsa	OK			Music
KVOO-AM	Tulsa	OK			Music
KVOO-FM	Tulsa	OK			Music
KGTO-AM	Tulsa	OK			Music
KMYZ-FM	Tulsa	OK			Music
KHTT-FM	Tulsa	OK			Music
KMYZ-AM	Tulsa	OK			Music
KEMX-FM	Tulsa	OK			Music
KIRC-FM	Shawnee	OK			Music
KSPI-AM	Stillwater	OK			Talk
KKLS-AM	Rapid City	SD			Music
KDDX-FM	Spearfish	SD			Music
KKMK-FM	Rapid City	SD			Music
KRCS-FM	Rapid City	SD			Music
KAWK-FM	Custer	SD			Music
KRRO-FM	Sioux Falls	SD			Music
KDLO-FM	Watertown	SD			Music
KIXX-FM	Watertown	SD			Music
KLXS-FM	Pierre	SD			Music
KELO-FM	Sioux Falls	SD			Music
KMXC-FM	Sioux Falls	SD			Music

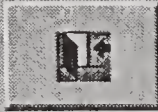
Publication:	City:	ST:	Phone:	Fax:	StationForm
KKLS-FM	Sioux Falls	SD			Music
KTWB-FM	Sioux Falls	SD			Music
KSDN-FM	Aberdeen	SD			Music
KWAT-AM	Watertown	SD			Music
KAHF-FM	Milbank	SD			Music
KWSN-AM	Sioux Falls	SD			Talk
KRSD-FM	Sioux Falls	SD			Music
KQKD-AM	Redfield	SD			Music
WNAX-FM	Yankton	SD			Music
KQAA-FM	Aberdeen	SD			Music
KKQQ-FM	Brookings	SD			Music
KGIM-FM	Aberdeen	SD			Music
KZNC-FM	Huron	SD			Music
KIQK-FM	Rapid City	SD			Music



American Indian Campaign Media List

AMERICAN INDIAN MAGAZINES

Publication:	City:	ST:	Phone:	Fax:
Native Peoples Magazine	Phoenix	AZ		
Arizona Native Scene	Phoenix	AZ		
Winds of Change	Boulder	CO		
Pequot Times	Mashantucket	CT		
Seminole Tribune	Hollywood	FL		
The Circle	Minneapolis	MN		
Spirit Talk	Browning	MT		
Elder Voices	Albuquerque	NM		
Native Americas	Ithaca	NY		
Akwesasne Notes	Roosevelt town	NY		
Cherokee Advocate	Tahlequah	OK		
The Cherokee Observer	Jay	OK		
Wicozanni Wowapi Good Health Newsletter	Lake Andes	SD		

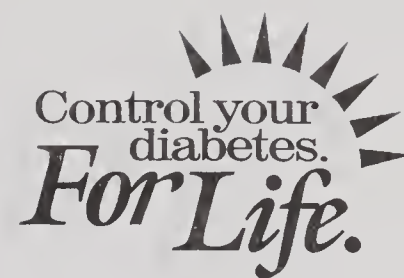




Asian American and Pacific Islander Campaign Component

- Sample Letter to Radio Public Service Directors
- Live-Read Radio Script Templates
- Sample Letter to Newspaper and Magazine Advertising Directors
- “From the Doctor” and “Patient to Patient” Print Ads for Magazines and Newspapers (See Campaign Box for 25 copies of each sheet)
- Media Kit Materials:
 - Sample Letter to Newspaper and Magazine Health Editors
 - Media Advisory Template
 - Logo Sheet (see Campaign Box)
 - 7 Principles for Controlling Your Diabetes for Life* (see Campaign Box)
 - Diabetes Resource Information
 - Diabetes and Asian Americans and Pacific Islanders
 - Asian American Working Group Media Contact List
 - NDEP Executive Committee Media Contact List
 - Changing the Way Diabetes Is Treated (NDEP Fact Sheet)
 - NDEP Publications Resource List
- National Media Distribution Lists
 - Radio PSAs
 - Print Ads and Media Kits

**NDEP Asian American and Pacific Islander Campaign
Sample Letter to Newspaper or Magazine Advertising Directors**



Dear Advertising Director:

We need your help.

Diabetes is a growing problem for the Asian American and Pacific Islander populations. Look at the statistics:

- The prevalence of type 2 diabetes is two to three times higher among Japanese Americans living in Seattle compared with non-Hispanic whites, and two times higher among Native Hawaiians compared to white residents of Hawaii.
- Diabetes is the leading cause of adult blindness, end-stage kidney disease, and amputations of the foot or leg due to nerve disease.
- It is the fifth leading cause of death in Asian Americans and Pacific Islanders between the ages of 45 and 64.

Yet diabetes is a controllable disease.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help Asian Americans and Pacific Islanders control their diabetes and take steps to avoid its devastating complications. The enclosed print public service advertisements are designed to support that work.

The ads use a physician and a group of people with diabetes to communicate the seriousness of diabetes and encourage Asian Americans and Pacific Islanders to take charge of their disease. Both print ads provide tips on how to control diabetes and include the National Diabetes Education Program's toll-free telephone number for your readers to call to request free diabetes information.

By including the print public service advertisements in your publication, you will remind your readers with diabetes, and their family members, of the importance of managing this serious disease. And you will encourage your readers to take charge of their diabetes... *For Life!*

Thank you for your help in reducing the number of deaths and illnesses associated with diabetes in the Asian American and Pacific Islander community. Your support is greatly appreciated.

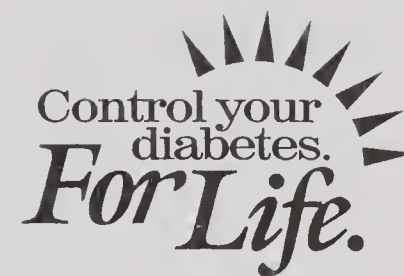
Sincerely,



Sponsored by the National Diabetes Education Program

A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention

<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>



NDEP Asian American and Pacific Islander Campaign
“Control Your Diabetes. For Life.” Live-Read Radio Script Templates

Control Your Diabetes. For Life. (:60 PSA)

Here's an important message from the [organization] for our Asian American and Pacific Islander listeners. Diabetes is becoming a serious health problem. It is the leading cause of blindness, kidney failure, and amputations of the foot or leg. If you have diabetes, controlling your blood sugar levels can make a big difference--now and in the future.

Start by knowing your blood sugar numbers. Test your blood sugar on a regular basis and try to keep it in the normal range. Eat a variety of low fat, high fiber foods and watch how much you eat. Make time for regular physical activity and take your diabetes medication as prescribed. Stick with your treatment plan and you'll feel better and have more energy. Best of all, you will stay healthy and reduce your chances of diabetes complications later on.

Control your diabetes. For life. Call the [organization] at [phone number] to learn more.

Control Your Diabetes. For Life. (:30 PSA)

Here's an important message from the [organization] for our Asian American and Pacific Islander listeners. Diabetes is a serious health problem -- but taking control of the disease can make a big difference now and in the future.

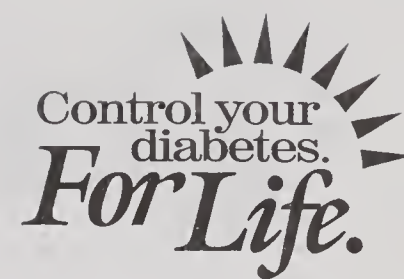
Test your blood sugar on a regular basis and try to keep it in the normal range. Eat a variety of low fat, high fiber foods and watch how much you eat. Make time for regular physical activity and take your medication as prescribed.

Control your diabetes. For life. Call the [organization] at [phone number] to learn more.

Control Your Diabetes. For Life. (:20 PSA)

If you have diabetes, keep your blood sugar under control. Take charge of what you eat. Get regular exercise. Test your blood sugar and take your medication. Control your diabetes. For life. Call the [organization] at [phone number] to learn more.





**NDEP Asian American and Pacific Islander Campaign
“Healthy Celebrations” Live-Read Radio Script Templates**

Healthy Celebrations (:60 PSA)

Here's an important message from the **[organization]** for our Asian American and Pacific Islander listeners. Next time you and your family gather for a special holiday or celebration, keep these tips in mind.

There's nothing harder for family members and friends with diabetes making healthy food choices at a big gathering. So let them know you're on their side. Offer a variety of low fat, high fiber foods. That means lots of steamed vegetables, brown rice, and whole grain noodles. Cut the fat by serving lean meats, fish, and poultry without the skin. Use vegetable oil instead of lard in your cooking. And serve fresh fruit for dessert. Make your next gathering a celebration of healthy eating for everyone. And make it a time to help your loved ones control their diabetes for life.

Call the **[organization]** at **[phone number]** to learn more.

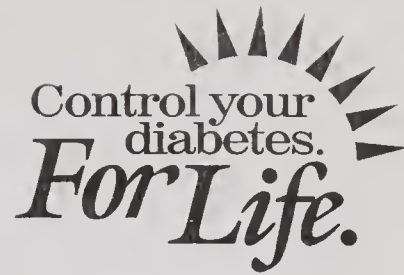
Healthy Celebrations (:30 PSA)

Here's an important message from the **[organization]** for our Asian American and Pacific Islander listeners. There's nothing harder for people with diabetes than making healthy food choices at a big family gathering. So let them know you're on their side. Serve a variety of low fat, high fiber foods. That means fresh fruit, steamed vegetables, brown rice, and whole grain noodles. Cut the fat by serving lean meats, fish, and poultry without the skin.

Help your family members and friends control their diabetes for life. Call the **[organization]** at **[phone number]** to learn more.



**NDEP Asian American and Pacific Islander Campaign
Sample Letter to Radio Public Service Directors**



Dear Public Service Director:

We need your help.

Diabetes is a growing problem for the Asian American and Pacific Islander populations. Look at the statistics:

- The prevalence of type 2 diabetes is two to three times higher among Japanese Americans living in Seattle compared with non-Hispanic whites, and two times higher among Native Hawaiians compared to white residents of Hawaii.
- Diabetes is the leading cause of adult blindness, end-stage kidney disease, and amputations of the foot or leg due to nerve disease.
- It is the fifth leading cause of death in Asian Americans and Pacific Islanders between the ages of 45 and 64.

Yet diabetes is a controllable disease.

The National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention, is working at the state and local level to deliver information and services to help Asian Americans and Pacific Islanders control their diabetes and take steps to avoid its devastating complications. The enclosed live-read scripts are designed to support that work.

“The Control Your Diabetes. For Life.” script encourages people with diabetes to take action to control their disease. The “Healthy Celebrations” script targets family members and friends of people with diabetes and encourages them to support their loved ones with diabetes by making this year’s family feasts and celebrations healthy ones.

Please use the scripts. Feel free to adapt them for your audience. You will remind your listeners with diabetes, and their family members, of the importance of managing this serious disease. And you will encourage your listeners to take charge of their diabetes... *For Life!*

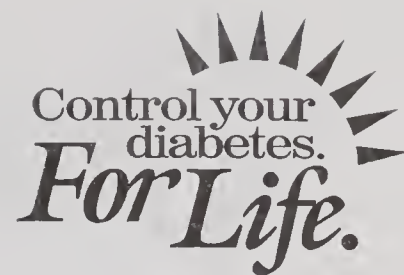
Thank you for your help in reducing the number of deaths and illnesses associated with diabetes in the Asian American and Pacific Islander community. Your support is greatly appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

Asian American and Pacific Islander Campaign
NDEP Sample Letter to Newspaper or Magazine Health Editors



Dear Health Editor:

Diabetes has recently become a serious health problem in the Asian American and Pacific Islander community. Recent studies in Seattle and Hawaii indicate that in some Asian American and Pacific Islander sub-groups the prevalence of type 2 diabetes is two to three times higher than in non-Hispanic whites. Thousands of Asian Americans and Pacific Islanders are suffering from the devastating effects of diabetes complications – adult blindness, kidney failure, lower limb amputations, and an increased risk of heart disease and stroke.

To address this critical situation, the National Diabetes Education Program (NDEP), jointly sponsored by the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), is launching its first-ever Asian American and Pacific Islander awareness campaign – ***Control Your Diabetes. For Life.*** The campaign is designed to raise awareness about diabetes and to encourage Asian Americans and Pacific Islanders with diabetes to control their blood sugar levels.

The campaign messages encourage Asian Americans and Pacific Islanders with diabetes to work with their health care providers to control their blood sugar levels by watching their diet, getting regular physical activity, taking medications as prescribed, and testing their blood sugar numbers. Keeping blood sugar levels in the normal range can significantly reduce the risk of diabetes-related complications.

By including information about the National Diabetes Education Program's *Control Your Diabetes. For Life.* campaign in your publication, you can help us get these important messages out. Your readers will learn how they get and keep their blood sugar levels under control.

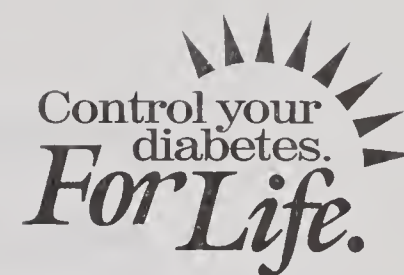
Enclosed is a feature article about the *Control Your Diabetes. For Life.* campaign that we hope you will use or adapt in a current issue of your publication. Also enclosed are diabetes background information and a list of diabetes experts who would be happy to talk with you. We can also arrange for you to speak with diabetes patients. If you would like to arrange an interview, or have any questions, please feel free to call {NAME} at {PHONE NUMBERS}.

We will call you soon to follow up.

Sincerely,



**NDEP Asian American and Pacific Islander Campaign
Media Advisory Template**



FOR IMMEDIATE RELEASE
{DATE}

Contact: {CONTACT NAME
AND PHONE NUMBER}

**{ORGANIZATION} ADDRESSES GROWING DIABETES PROBLEM
AMONG ASIAN AMERICANS AND PACIFIC ISLANDERS**

{CITY, STATE} – {INSERT YOUR ORGANIZATION’S NAME}, in conjunction with the National Diabetes Education Program -- a joint program of the National Institutes of Health and the Centers for Disease Control and Prevention -- launched its first-ever awareness campaign to address the growing problem of diabetes among Asian Americans and Pacific Islanders. The *Control Your Diabetes. For Life.* campaign emphasizes the seriousness of diabetes and provides valuable information on how to control the disease.

Diabetes is the leading cause of adult blindness, kidney failure, and lower limb amputations and increases a person’s risk of heart disease and stroke. Recent studies indicate that diabetes is a growing problem among some Asian American and Pacific Islander groups. For example, when compared with non-Hispanic whites, the prevalence of type 2 diabetes has been found to be two to three times higher among Japanese Americans in Seattle. Native Hawaiians are twice as likely to have diagnosed diabetes as white residents of Hawaii. Diabetes is the fifth leading cause of death among Asian Americans and Pacific Islanders between the ages of 45 and 64.

A key strategy of the President’s Initiative on Race, the {INSERT YOUR ORGANIZATION’S NAME} *Control Your Diabetes. For Life.* campaign is designed to inform Asian Americans and Pacific Islanders with diabetes that controlling their disease can make a huge difference in the quality of their lives. They can feel better, have more energy, and most importantly, they can lower their chances of developing serious problems later.



Sponsored by the National Diabetes Education Program -more-
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

“Diabetes is a controllable disease, if you take steps to manage it. We are educating Asian Americans and Pacific Islanders with diabetes that choosing the right foods, getting regular physical activity, monitoring blood sugar, and taking prescribed medicines is essential to delay or prevent the serious complications associated with diabetes,” said **{NAME AND TITLE}**.

The campaign’s radio and print public service messages and educational materials address the seriousness of diabetes and empower people with diabetes to take control of their disease. Culturally appropriate campaign materials, which have been translated into ten different languages, were developed with guidance from the National Diabetes Education Program’s Asian American and Pacific Islander Committee members. Representing national and community-based organizations that provide health care services to Asian Americans and Pacific Islanders, committee members are based on the continental U.S., Hawaii, American Samoa, Guam, and Micronesia.

To help Asian Americans and Pacific Islanders to control their diabetes, the **{INSERT YOUR ORGANIZATION’S NAME}** and the National Diabetes Education Program are offering a free booklet called *7 Principles for Controlling Your Diabetes for Life*. This easy-to-read booklet provides patients with checklists and questions to ask their health care providers about their diabetes care. People with diabetes and health care providers can obtain this booklet and other diabetes materials free of charge by contacting **{INSERT YOUR ORGANIZATION’S NAME AND PHONE NUMBER OR USE THE NDEP’S PHONE #: 1-800-438-5383 }**. Diabetes information can also be found on the internet at **{INSERT YOUR ORGANIZATION’S WEBSITE ADDRESS OR USE THE NDEP’S WEBSITES: <http://ndep.nih.gov> or <http://www.cdc.gov/diabetes/>}**.



*Diabetes and Asian Americans and Pacific Islanders**

WHAT IS DIABETES?

Diabetes is a serious chronic disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches, and other food into energy needed for daily life. People who have diabetes have high levels of blood glucose (sugar).

WHAT IS THE SCOPE AND IMPACT OF DIABETES?

Diabetes is one of the leading causes of death and disability in the United States, costing \$98.2 billion each year. It was the seventh leading cause of death listed on U.S. death certificates in 1995. It is the fifth leading cause of death in Asian Americans and Pacific Islanders between the ages of 45 and 64.

Diabetes is associated with long-term complications that may affect a person's quality of life. It is the leading cause of adult blindness, end-stage kidney disease, and amputations of the foot or leg due to nerve disease. People with diabetes are 2 to 4 times more likely to have heart disease and stroke than people without diabetes.

HOW MANY ASIAN AND PACIFIC ISLANDER AMERICANS HAVE DIABETES?

Data on the number of Asian and Pacific Islander Americans who have diabetes are limited. Studies show that type 2 diabetes is a growing problem among some groups within this population. For example, the prevalence of type 2 diabetes is two to three times higher among Japanese Americans living in Seattle compared with non-Hispanic whites and two times higher among Native Hawaiians compared to white residents of Hawaii.

WHAT ARE THE DIFFERENT TYPES OF DIABETES?

Type 1 diabetes, which used to be called juvenile diabetes, results when the body's immune system attacks and destroys its own insulin-producing beta cells in the pancreas. People with type 1 diabetes need daily injections of insulin to live. A small number of Asian and Pacific Islander Americans have type 1 diabetes.

Type 2 diabetes, which used to be called adult-onset diabetes, occurs when the body makes enough insulin but cannot use it effectively. This form of diabetes usually develops in adults over the age of 40. Most Asian Americans and Pacific Islanders with diabetes have type 2 diabetes.

Gestational diabetes develops or is discovered during pregnancy. This type usually disappears when the pregnancy is over, but women who have had gestational diabetes have a greater risk of developing type 2 diabetes later in their lives.

WHAT ARE THE SYMPTOMS OF DIABETES?

Symptoms of type 1 diabetes usually develop over a short period of time. They include increased thirst and urination, constant hunger, weight loss, blurred vision, and extreme fatigue. If type 1 diabetes is not diagnosed and treated with insulin, a person can lapse into a life-threatening coma.

The symptoms of type 2 diabetes develop gradually and are not as noticeable as in type 1 diabetes. Symptoms include feeling tired or ill, unusual thirst, frequent urination especially at night, weight loss, blurred vision, frequent infections, and slow-healing wounds.

HOW IS DIABETES DIAGNOSED?

Diabetes is diagnosed by a simple lab test of a person's blood sugar levels after they have not eaten for eight hours. A person has diabetes if the fasting plasma glucose is 126mg/dL or greater.

WHAT FACTORS INCREASE THE CHANCE THAT ASIAN AMERICANS AND PACIFIC ISLANDERS WILL DEVELOP TYPE 2 DIABETES?

People whose family members have diabetes are at increased risk for the disease. Also, people who are obese, who eat a high fat diet, and who are physically inactive are more likely to develop type 2 diabetes. Contrary to what many people believe, diabetes is not caused by eating too many sweets or sugary foods.

The food choices of some Asian Americans and Pacific Islanders have changed due to their migration to the United States and to modern times. Instead of their traditional plant- and fish-based diets, they are choosing foods with more animal protein, animal fats, and processed carbohydrates. In addition, they have become less physically active. As a result, their chances of developing diabetes have increased.

WHAT CAN PEOPLE WITH DIABETES DO TO CONTROL THE DISEASE?

Diabetes is a self-managed disease. People with diabetes must take responsibility for their day-to-day care by keeping blood sugar levels near normal levels at all times.

People with type 1 diabetes need daily injections of insulin because their bodies no longer produce it. Treatment requires a strict regimen that usually includes a carefully planned diet, a physical activity program, self-testing of blood sugar levels, and insulin injections several times per day.

Treatment for people with type 2 diabetes typically includes following a diet plan, getting regular physical activity, self-testing of blood sugar levels, and in many cases, oral medication and/or insulin injections. About 40 percent of people with diabetes require insulin injections.

People with diabetes need to keep their blood sugar levels as close to a normal range as safely possible. Major research studies have shown that people who keep their blood sugar levels in the normal range can significantly delay the onset and the progression of eye disease, kidney disease, and nerve disease. In fact, research shows that **any** sustained lowering of blood sugar levels helps prevent diabetes complications.

*Adapted from Diabetes Overview and Diabetes in Asian and Pacific Islander Americans, National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health.



Changing the Way Diabetes Is Treated

Purpose

The **National Diabetes Education Program** is a federally-sponsored initiative that involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of diabetes.

Sponsors

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are jointly sponsoring the development of the program.

Need

Current scientific evidence demonstrates that much of the morbidity and mortality of diabetes can be eliminated by aggressive treatment with diet, exercise, and new pharmacology approaches to normalize blood glucose levels. Unfortunately, a wide gap still exists between current and desired diabetes care and practices.

In addition, public awareness about diabetes is very low, despite the fact that the disease is one of the leading causes of death and disability in the United States—affecting an estimated **16 million Americans**, including 5.4 million who are undiagnosed.

Goal

The goal of the program is to reduce the morbidity and mortality associated with diabetes and its complications.

Objectives

The National Diabetes Education Program's objectives are:

- To increase public awareness of the seriousness of diabetes, its risk factors, and potential strategies for preventing diabetes and its complications.
- To improve understanding about diabetes and its control and to promote better self-management behaviors among people with diabetes.
- To improve health care providers' understanding of diabetes and its control and to promote an integrated approach to care.
- To promote health care policies that improve the quality of and access to diabetes care.

Audiences

The National Diabetes Education Program's target audiences include:

- People with diabetes and their families (with special attention to Hispanic Americans, African Americans, Asian Americans, Pacific Islanders, and Native Americans)
- General public
- Health care providers
- Health care payers, purchasers, and policy makers

Strategies

The National Diabetes Education Program is:

- Creating program partnerships with other organizations concerned about diabetes and the health status of their constituents.
- Developing and implementing ongoing diabetes awareness and education activities.
- Identifying, developing, and disseminating educational tools and resources, including those that address the needs of special populations.
- Developing and disseminating guiding principles that promote quality diabetes care.
- Promoting policies and activities to improve the quality of and access to diabetes care.

Steering Committee

The program's Steering Committee organizations include:

- American Academy of Family Physicians • American Academy of Nurse Practitioners • American Association of Clinical Endocrinologists • American Association of Diabetes Educators • American College of Physicians • American Diabetes Association • American Dietetic Association • American Pharmaceutical Association • Association of American Indian Physicians • Association of Asian/Pacific Community Health Organizations • California Diabetes Control Program • Endocrine Society • General Motors Corporation • Juvenile Diabetes Foundation International • Links, Inc. • Lions Clubs International • Michigan Diabetes Research and Training Center • Mutual of Omaha Companies • National Coalition of Hispanic Health & Human Services Organizations • National Kidney Foundation • National Medical Association • Prudential Center for Health Research • Puerto Rican Association of Diabetes Educators • Kaiser Permanente (Stockton, CA) • Vanderbilt University Diabetes Research and Training Center • Wyoming Diabetes Control Program

Getting Involved

The program is forming partnerships with organizations concerned about diabetes and the health status of their constituents. Partners can work with the National Diabetes Education Program in a variety of ways. You can adopt the program's messages and tailor them for your members or constituents. You can disseminate information to the media, coordinate education activities, and share resources with other partner organizations. You can also work with the program to influence the health delivery system to improve quality and access.

For More Information

To learn more about the National Diabetes Education Program, please contact:

on

You may also visit the National Diabetes Education Program's web sites at [http:// ndep.nih.gov/](http://ndep.nih.gov/) or [http:// www.cdc.gov/](http://www.cdc.gov/) or call 1-800-438-5383 for updates on the program's progress, and to obtain diabetes education materials for patients and health care providers.



NDEP Publications Resource List

MATERIALS FOR PATIENTS

Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy (NDEP-8)

This 2-color patient education booklet provides an action plan for diabetes control that includes tips for knowing blood sugar levels, reaching blood sugar goals, and maintaining blood sugar control. NIH Publication No. 98-4351

Tome su diabetes en serio, para que no se vuelva cosa seria. Recomendaciones para sentirse mejor y estar más saludable. (NDEP-9)

Spanish version of *Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy.*

Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control. (NDEP-10)

This reproducible, black-and-white patient education brochure provides information on measuring blood sugar levels using the hemoglobin A_{1c} test and the finger-stick test (with a blood glucose monitor). NIH Publication No. 98-4350

Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo. (NDEP-11)

Spanish version of *Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control.*

7 Principles for Controlling Your Diabetes for Life. (NDEP-17)

This easy-to-read brochure for people with diabetes describes the essential components of quality diabetes care in a checklist form. NIH Publication No. 98-4343L.

7 Principios para controlar la diabetes durante toda la vida (NDEP-18)

Spanish version of the *7 Principles for Controlling Your Diabetes for Life.* NIH Publication No. 98-4343S

Now! Expanded Coverage for Diabetes — Medicare & You (NDEP-19)

This brochure provides information on expanded benefits for diabetes equipment and supplies for Medicare beneficiaries who have diabetes.

Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes. (NDEP-30)

Spanish version of *Now! Expanded Coverage for Diabetes — Medicare & You.*

MATERIALS FOR HEALTH CARE PROVIDERS

Control Your Diabetes. For Life. Campaign Guide for Partners (NDEP-15)

This 48-page practical guide is designed to help partner organizations disseminate the *Control Your Diabetes. For Life.* campaign messages. NIH Publication No. 99-2131

Control Your Diabetes. For Life. Campaign Poster (NDEP-32)

This 4-color poster shows the “Many Faces of Diabetes” and reinforces the campaign theme.

Diabetes: A Guide for Communities (NDEP-21)

A how-to kit including ideas, tools, and guidelines for community partnerships and diabetes activities.

Diabetes Numbers At-a-Glance (NDEP-12)

This quick-reference pocket guide for health care providers lists criteria for diagnosing diabetes and treating people with diabetes.

***Guiding Principles of Diabetes Care* (NDEP-16)**

This booklet describes the essential components of quality diabetes care for people with diabetes, their families, health care providers, and insurers. NIH Publication No. 98-4343

***Guía de Principios para el Cuidado de la Diabetes* (NDEP-20)**

Spanish Version of *Guiding Principles of Diabetes Care*.

***Medicare Benefits and Controlling Your Diabetes Community Kit* (NDEP-22)**

This kit provides organizations with tools to promote the expanded benefits for Medicare recipients for diabetes equipment and supplies.

***How Can Medicare Help You Control Your Diabetes? Poster* (NDEP-31)**

This poster provides information about Medicare's Expanded Coverage for Diabetes equipment and monitoring supplies.

VIDEOTAPES AND MEDIA KITS***Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS)* (NDEP-23)**

Includes: "Taking Control" 30-second general audience PSA; "Family Reunion" 30-second African American PSA; "Thunder and Lightning" 30-second Hispanic/Latino PSA in English; "Couple in Rain" 15-second Hispanic/Latino PSA; "Stubborn Cow" 15-second Hispanic/Latino PSA; "Snow Storm" 15-second Hispanic/Latino PSA; "Future Generations" 30-second American Indian PSA; "Medicare Benefits—Controlling Your Diabetes" 30-second Seniors PSA; "Beneficios del Medicare—Controlando su Diabetes" 30-second Hispanic/Latino Seniors PSA.

***Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS)* (NDEP-14)**

Includes: "Many Faces of Diabetes" 60-, 30-, and 15-second general audience PSAs; "Rayos y Truenos" 30-second PSA in Spanish; message from U.S. Surgeon General Dr. David Satcher; and campaign launch video news release.

***Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS)* (NDEP-24)**

This video introduces the National Diabetes Education Program and its purpose, goals, and objectives. Presents reasons why health care providers should participate in the program and information on the devastating effects of diabetes.

***General Audience Campaign Media Kit* (NDEP-25)**

Focuses on seriousness of diabetes and importance of controlling blood sugar levels. Includes sample news release, diabetes statistics, resources, educational materials for people with diabetes, print public service ads, and live-read radio scripts.

***African American Media Kit* (NDEP-26)**

Focuses on seriousness of diabetes in the African American population with a "Family Reunion" theme. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***American Indian Media Kit* (NDEP-27)**

Focuses on seriousness of diabetes in the American Indian population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Asian American and Pacific Islander Media Kit* (NDEP-28)**

Focuses on seriousness of diabetes in the Asian American/Pacific Islander population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Hispanic and Latino Media Kit* (NDEP-29)**

Focuses on seriousness of diabetes in Hispanic and Latino population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

Publication Order Form

Materials for Patients

ITEM	Number of copies	Number of packages	Total
(NDEP-8) Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy Single copy free. Package of 50: \$5			
(NDEP-9) Tome su diabetes en serio, para que no se vuelva cosa seria. Recomendaciones para sentirse mejor y estar más saludable. Single copy free. Package of 50: \$5			
(NDEP-10) Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control Single copy free. Package of 50: \$5			
(NDEP-11) Sepa cuánto azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo. Single copy free. Package of 50: \$5			
(NDEP-17) 7 Principles for Controlling Your Diabetes for Life. Single copy free. Package of 50: \$5			
(NDEP-18) 7 Principios para controlar la diabetes para toda la vida Single copy free. Package of 50: \$5			
(NDEP-19) Now! Expanded Coverage for Diabetes — Medicare & You Up to 50 free. Additional packages of 25: \$1			
(NDEP-30) Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes. Up to 50 free. Additional packages of 25: \$1			

Materials for Health Care Providers

ITEM	Number of copies	Number of packages	Total
(NDEP-15) Control Your Diabetes. For Life. Campaign Guide for Partners Single copy free. Each additional copy: \$3			
(NDEP-32) Control Your Diabetes. For Life. Campaign Poster Single copy free. Each additional copy: \$1 (Limited quantity available)			
(NDEP-21) Diabetes: A Guide for Communities Single copy free. Each additional copy: \$3			
(NDEP-12) Diabetes Numbers At-a-Glance Single copy free. Package of 10: \$5			
(NDEP-16) Guiding Principles of Diabetes Care Single copy free. Package of 50: \$5			
(NDEP-20) Guía de Principios para el Cuidado de la Diabetes Single copy free. Package of 50: \$5			

(NDEP-22) Medicare Benefits and Controlling Your Diabetes Community Kit Single copy free. Each additional copy: \$2			
(NDEP-31) How Can Medicare Help You Control Your Diabetes? Poster Single copy free. Each additional copy: \$1			
Videotapes & Media Kits			
ITEM	Number of copies	Number of packages	Total
(NDEP-23) Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS) \$10 each copy			
(NDEP-14) Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS) \$10 each copy			
(NDEP-24) Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS) \$10 each copy			
(NDEP-25) General Audience Campaign Media Kit Single copy free. Each additional copy: \$1			
(NDEP-26) African American Media Kit Single copy free. Each additional copy: \$1			
(NDEP-27) American Indian Media Kit Single copy free. Each additional copy: \$1			
(NDEP-28) Asian American/Pacific Islander Media Kit Single copy free. Each additional copy: \$1			
(NDEP-29) Hispanic/Latino Media Kit Single copy free. Each additional copy: \$1			
Grand Total			\$

Includes Shipping

Please note that many of the print materials listed on this form, as well as radio PSA scripts and a complete slide presentation about diabetes and the NDEP are available for downloading from the National Diabetes Education Program web site at <http://ndep.nih.gov>. Government publications and audio-visual materials are not subject to copyright restrictions. You are encouraged to duplicate and distribute as many copies as desired.

Please print
clearly and
provide all necessary
mailing
information.

Make checks payable
to NDIC.

Bulk orders must be
prepaid in U.S. dollars

Please do not send
cash.

Name _____

Title/Organization _____

Address _____

City _____ State _____

ZIP _____ Telephone _____

Please return this order form with payment to
National Diabetes Information Clearinghouse

1 Diabetes Way, Bethesda, MD 20892-3600 (Please use 9-digit ZIP code)
Tel: (301) 654-3327 Fax: (301) 907-8906 E-mail: ndic@info.niddk.nih.gov
Allow 4 to 6 weeks for delivery.

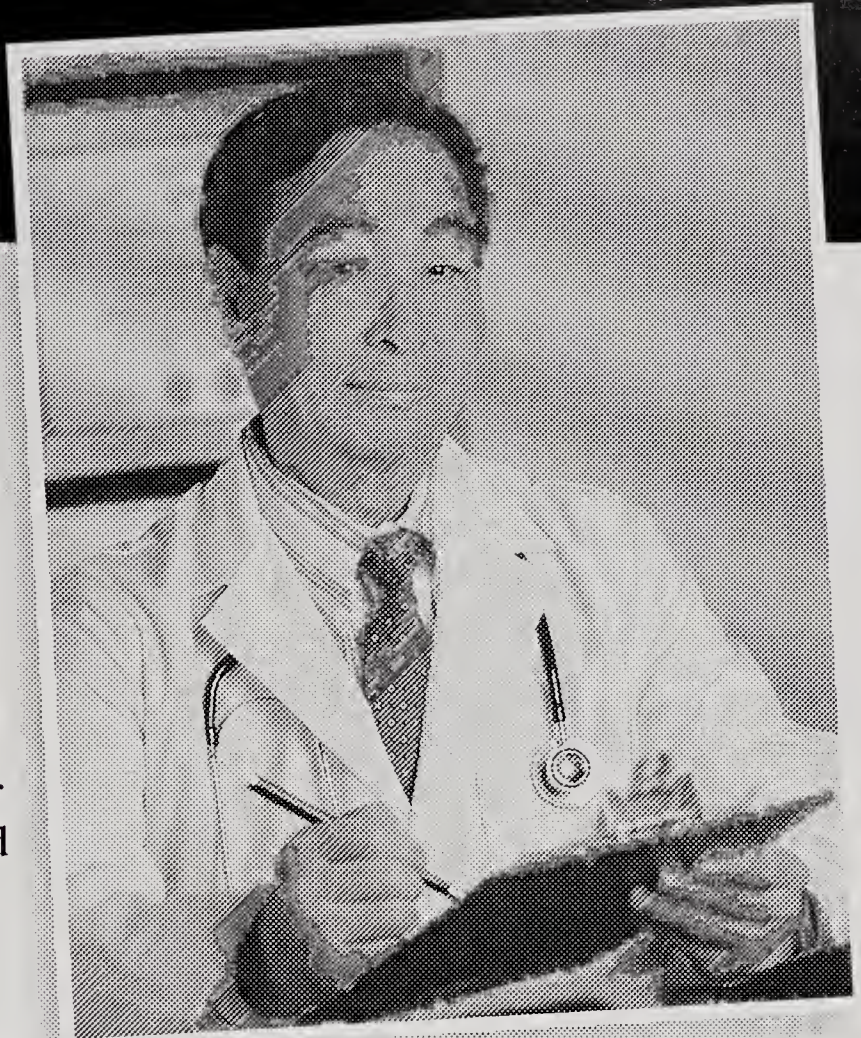
Revised May 1999

"Diabetes is a serious disease, but you can manage it."

Did you know that diabetes is the leading cause of adult blindness, kidney failure, and amputations? It also increases your chances of heart disease and stroke.

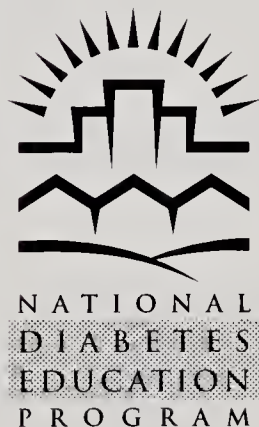
Diabetes is a growing problem for Asian Americans and Pacific Islanders. But you can manage your diabetes and stay healthy – now and in the future – by controlling your blood sugar levels.

I've seen first hand how controlling blood sugar levels makes a big difference in how my patients feel. If you have diabetes, keep your blood sugar close to normal by choosing healthy foods and getting regular exercise. Take your prescribed medications and test your blood sugar on a regular basis. And if you know people who have diabetes, give them the support they need to keep their blood sugar under control.



Manage your diabetes. You'll feel better and have more energy. Best of all, you will lower your chances for serious health problems later on.

Call 1-800-438-5383 to learn more. Or visit our web site at <http://ndep.nih.gov> for more information.

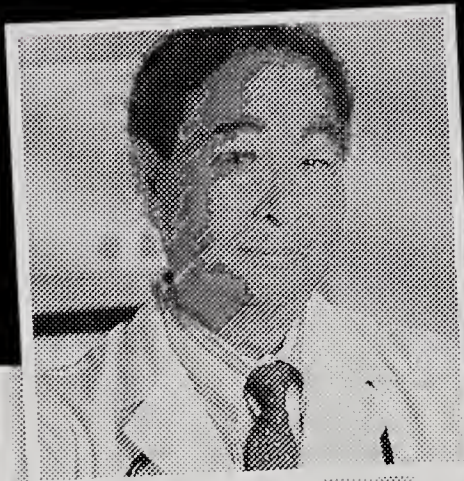


A joint program
of the National
Institutes of
Health and the
Centers for
Disease Control
and Prevention.

Control your
diabetes.
For Life.

A PUBLIC SERVICE OF THIS PUBLICATION

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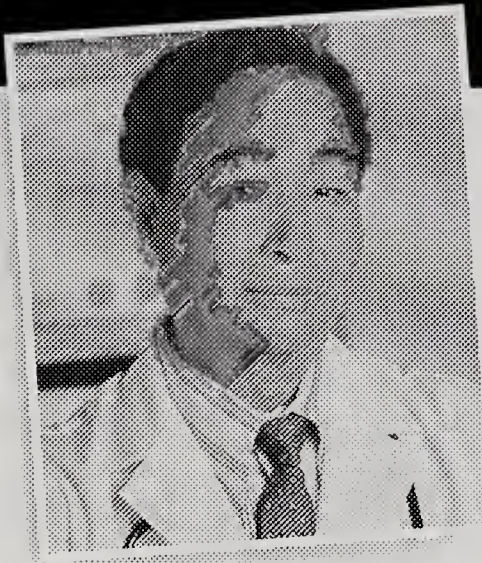


A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

2 1/16"x10"

"Diabetes is a serious disease, but you can manage it."



Call 1-800-438-5383 to learn more.
Or visit us at <http://ndep.nih.gov>.



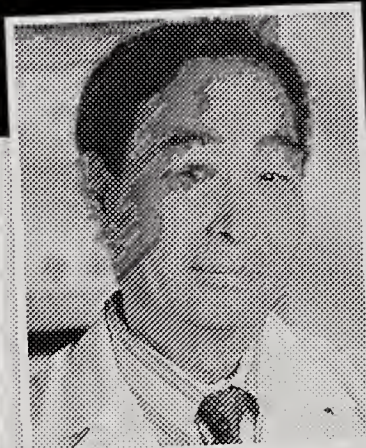
A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2"x 5 1/4"

"Diabetes is a serious disease, but you can manage it."



Manage your diabetes. You'll feel better and have more energy. Best of all, you will lower your chances for serious health problems later on.

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2"x 2"

"Diabetes is a serious disease, but you can manage it."



Manage your diabetes. You'll feel better and have more energy. Best of all, you will lower your chances for serious health problems later on.



A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

2 1/16"x5 1/4"

National Diabetes Education Program: "From the Doctor" Newspaper Ads (65 line screen).
This artwork is camera-ready and may be reprinted and disseminated without permission.

"It's not always easy to manage diabetes, but you can do it."

"We know... because we have diabetes, too."

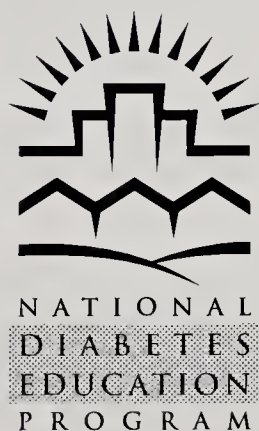
We all go through times when it's hard to manage our diabetes. But we keep trying – taking it one day at a time. When our diabetes is under control, we feel better and have more energy. We don't want to go blind, have kidney disease, or lose a foot or leg due to diabetes. So we do the best we can to keep our blood sugar close to normal.



That means we choose healthy foods and watch how much we eat – even at parties and traditional celebrations. We make time to fit regular exercise into our busy schedules. And we take our prescribed medications and test our blood sugar on a regular basis.

It's not always easy to control our diabetes, but we can do it. You can, too!

Call 1-800-438-5383 to learn more.
Or visit our web site at
<http://ndep.nih.gov> for
more information.



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of the National
Institutes of
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Control your
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A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

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"We know...because we have diabetes, too."

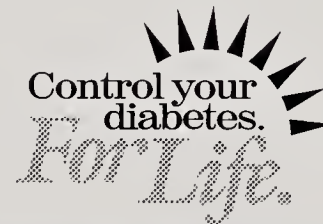
We don't want to go blind, have kidney disease, or lose a foot or leg due to diabetes. So we do the best we can to keep our blood sugar close to normal.

That means we choose healthy foods and watch how much we eat. We fit regular exercise into our busy schedules. And we take our prescribed medications and test our blood sugar on a regular basis.

It's not always easy to control our diabetes, but we can do it. You can, too!



A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.



A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2"x 5 1/4"

Managing diabetes makes a huge difference.



It's not always easy to manage diabetes, but I keep trying by taking it one day at a time. For more information, please call 1-800-438-5383. Or visit us at <http://ndep.nih.gov>.



A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

4 1/2"x 2"



A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

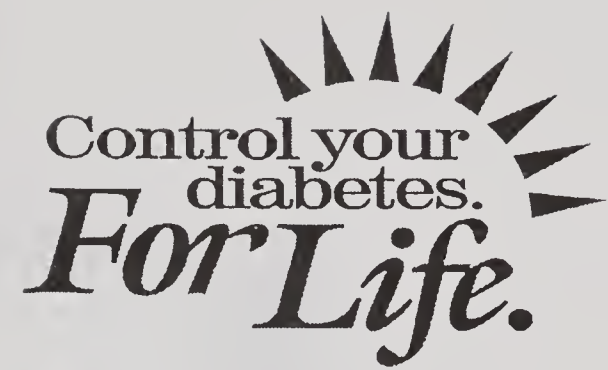
It's not always easy to manage diabetes, but I keep trying by taking it one day at a time. For more information, please call 1-800-438-5383. Or visit us at <http://ndep.nih.gov>.



Managing diabetes makes a huge difference.

2 1/16"x5 1/4"

National Diabetes Education Program: "Patient to Patient" Newspaper Ads (65 line screen). This artwork is camera-ready and may be reprinted and disseminated without permission.



**CONTROL YOUR DIABETES. FOR LIFE.
ASIAN AMERICAN AND PACIFIC ISLANDER CAMPAIGN**

**Media Distribution List
(Print & Radio)**

Criteria

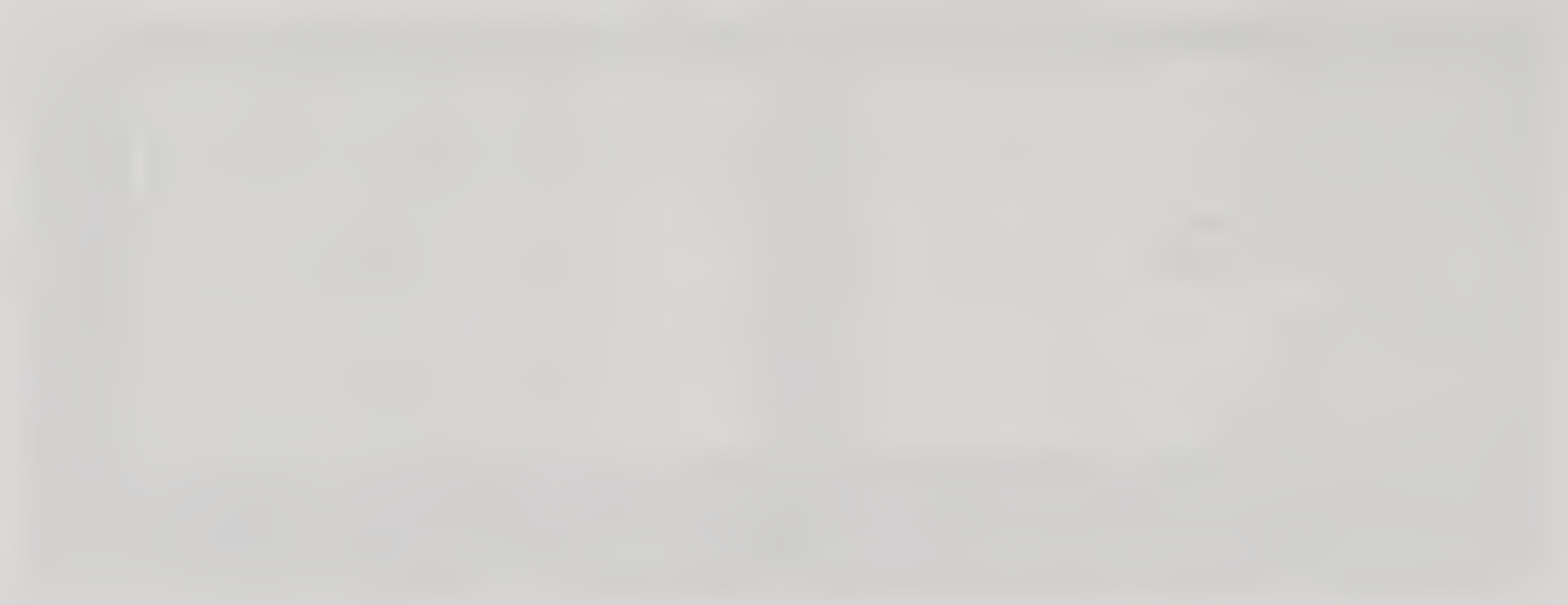
- Selected Asian American and Pacific Islander media outlets across the country that target AAPI populations.
 - Daily and weekly newspapers (69 total)
 - Radio stations with a large Asian American and Pacific Islander audience or AAPI programming (47 total)
 - National and local consumer magazines (13 total)

Asian American and Pacific Islander Campaign NEWSPAPERS

Publication:	City:	ST:	Phone:	Fax:
Asian American Times	Phoenix	AZ		
Asian Sun Times	Phoenix	AZ		
Chinese Times	San Francisco	CA		
Asian Times	Riverside	CA		
Rafu Shimpo	Los Angeles	CA		
Philippine News	South San Francisc	CA		
San Diego Asian Journal	National City	CA		
World Reporter	Los Angeles	CA		
Pacific Citizen	Monterey Park	CA		
Hokubei Manichi	San Francisco	CA		
Nichibei Times	San Francisco	CA		
Chinese Daily News (World Journal)	Monterey Park	CA		
Filipino Guardian	San Francisco	CA		
Asian Week	San Francisco	CA		
California Journal for Filipino-Americans	Beverly Hills	CA		
Korean Central Daily	Los Angeles	CA		
China Press - Southern California	Alhambra	CA		
The New Korea (Shin Han Min Bo)	Los Angeles	CA		
Korean Denver News	Aurora	CO		
Rocky Mountain Jiho	Denver	CO		
Korea Times	Washington	DC		
Atlanta Chinese News	Doraville	GA		
International Daily News	Appharetta	GA		
India Tribune Journal-GA	Atlanta	GA		
Korea Times Weekly	Chamblee	GA		
Korean Journal	Atlanta	GA		
Korea Times-Southeast	Atlanta	GA		
Hawaii Filipino Chronicle	Honolulu	HI		
Korea Central Daily News Hawaii	Honolulu	HI		
Hawaii Herald	Honolulu	HI		
Chinese American News	Chicago	IL		
Chicago Chinese News	Chicago	IL		
Philippine Weekly	Schaumburg	IL		
Korean News of Chicago	Chicago	IL		
Boston Chinese News	Boston	MA		
Washington China Post	Rockville	MD		
Korea Post	Columbia	MD		
Hong Kong Standard	Garrett Park	MD		
Metro Chinese News Services	Rockville	MD		
Washington Chinese News	Rockville	MD		
Asian American Press	St. Paul	MN		
Asian Pages	Saint Paul	MN		
Korean Herald	Charlotte	NC		
Asian Herald	Charlotte	NC		
Filipino Express	Jersey City	NJ		
The South Jersey Advisor	Cologne	NJ		
Korea Times	Long Island City	NY		
Korea Times	Long Island City	NY		
The Korea Herald	New York	NY		
The Liberty Times, USA	Flushing	NY		
The Asian Wall Street Journal Weekly Edition	New York	NY		
New Jersey China Times	New York	NY		
Chinese Commercial Journal	New York	NY		
India Abroad	New York	NY		
China Times Weekly	New York	NY		
The Filipino Reporter	New York	NY		
Asian Reporter	Portland	OR		
Dong-A Daily News	Elkins Park	PA		

Publication:	City:	ST:	Phone:	Fax:
Dallas Chinese Times	Dallas	TX		
Philippine Observer	Houston	TX		
China Press	Houston	TX		
Dallas Chinese News	Richardson	TX		
Southern Journal of Houston	Houston	TX		
Utah Vietnamese Newspaper	Murray	UT		
Korean Weekly	McLean	VA		
Philippine News-DC	Arlington	VA		
Seattle Chinese Post	Seattle	WA		
International Examiner	Seattle	WA		
Northwest Asian Weekly	Seattle	WA		





Asian American and Pacific Islander Campaign RADIO

Publication:	City:	ST:	Phone:	Fax:
KEST-AM	San Francisco	CA		
KBLA-AM	Los Angeles	CA		
KAZN-AM	Pasadena	CA		
KSJX-AM	San Jose	CA		
KUSF-FM	San Francisco	CA		
KNWB-FM	Hilo	HI		
KNUI-FM	Kahului	HI		
KUAI-AM	Eleele	HI		
KJPM-AM	Honolulu	HI		
KPUA-AM	Hilo	HI		
KTUH-FM	Honolulu	HI		
KUMU-FM	Honolulu	HI		
KLHT-AM	Honolulu	HI		
KISA-AM	Honolulu	HI		
KHVH-AM	Honolulu	HI		
KNDI-AM	Honolulu	HI		
KZOO-AM	Honolulu	HI		
KIFO-AM	Honolulu	HI		
KHPR-FM	Honolulu	HI		
KQMQ-FM	Honolulu	HI		
KRTR-FM	Kailua	HI		
KQMQ-AM	Honolulu	HI		
KKCR-FM	Lihue	HI		
KUCD-FM	Honolulu	HI		
KIKI-FM	Honolulu	HI		
KHLO-AM	Hilo	HI		
KIPA-AM	Hilo	HI		
KWXX-FM	Hilo	HI		
KCCN-FM	Honolulu	HI		
KCCN-AM	Honolulu	HI		
KIKI-AM	Honolulu	HI		
KKUA-FM	Honolulu	HI		
KAIM-AM	Honolulu	HI		
KKON-AM	Hilo	HI		
KMVI-FM	Kahului	HI		
KKBG-FM	Hilo	HI		
KQNG-FM	Lihue	HI		
KPOA-FM	Lahaina	HI		
KAHU-AM	Hilo	HI		
WHVW-AM	Poughkeepsie	NY		
WZRC-AM	New York	NY		
KMBL-AM	Junction	TX		
Vietnamese Broadcasting Network	Houston	TX		
KGOL-AM	Houston	TX		
WEIO-AM	Eau Claire	WI		

Asian American and Pacific Islander Campaign MAGAZINES

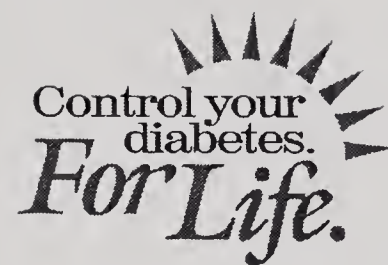
Publication:	City:	ST:	Phone:	Fax:
India Currents	San Jose	CA		
Bulletin of Concerned Asian Scholars	Oakland	CA		
Filipinas Magazine	San Francisco	CA		
Asian Week	San Francisco	CA		
Yolk Magazine	Los Angeles	CA		
Face	Malibu	CA		
Asian Enterprise Magazine	Walnut	CA		
Moonrabbit Review	Boulder	CO		
Cambodian Press	Lowell	MA		
Journal of the American Oriental Society	Ann Arbor	MI		
Chinese American Forum	Ballwin	MO		
Sino Monthly New Jersey	Edison	NJ		
A Magazine	New York	NY		



Hispanic/Latino Campaign Component

- Sample Letter to Newspaper Public Service Director
- Sample Letter to Radio Public Service Director
- Sample Letter to Television Public Service Director
- Recorded Radio PSA Script
- Live-Read Radio Script Templates
- “Thunder and Lightning” Print Ads for Magazines and Newspapers (25 each)
- Media Kit Materials
 - Sample Letter to Member of Media
 - Media Advisory Template
 - Diabetes and Hispanics/Latinos – Fact Sheet
 - Hispanic/Latino Working Group Media Contact List
 - Diabetes Overview Fact Sheet
 - NDEP Executive Committee Media Contact List
 - Changing the Way Diabetes Is Treated (NDEP Fact Sheet)
 - NDEP Publications Resource List
- National Media Distribution Lists
 - Radio PSA
 - Print Ad and Media Kit

NDEP Hispanic/Latino Campaign
Sample Letter to Newspaper Public Service Director



Dear Public Service Director:

Thunder and Lightning will be one of the most important public service announcements you run this year, because it will alert your readers to the *diabetes epidemic* present in the Hispanic/Latino community. Designed exclusively for Hispanics/Latinos by the National Diabetes Education Program (NDEP) and the NDEP Hispanic/Latino Subcommittee, the PSA aims to increase awareness that diabetes is a serious, common and costly disease that can be controlled.

Already, diabetes is the 6th leading cause of death among Hispanics/Latinos. The figure is staggering when you consider that there are 27 million Hispanics/Latinos in the United States.

But there is good news. Research has shown that people with diabetes can successfully keep their disease under control by monitoring their blood sugar levels and, in doing so, help prevent life-threatening complications such as stroke, heart and kidney disease, and blindness. How? By eating healthy foods, being physically active, and taking their medications as prescribed. There is hope for a healthy life with diabetes.

You can help reach Hispanics/Latinos with this important message. Please run the enclosed PSA as often as possible to encourage your readers to learn to take control of their diabetes. This PSA is part of the NDEP, a joint initiative on diabetes sponsored by the Centers for Disease Control and Prevention and the National Institutes of Health.

Help us stop this epidemic! Your support and assistance are important and appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

NDEP Hispanic/Latino Campaign
Sample Letter to Radio Public Service Director



Dear Public Service Director:

Thunder and Lightning will be one of the most important public service announcements you run this year, because it will alert your listeners to the *diabetes epidemic* present in the Hispanic/Latino community. Designed exclusively for Hispanics/Latinos by the National Diabetes Education Program (NDEP) and the NDEP Hispanic/Latino Subcommittee, the PSA aims to increase awareness that diabetes is a serious, common and costly disease that can be controlled.

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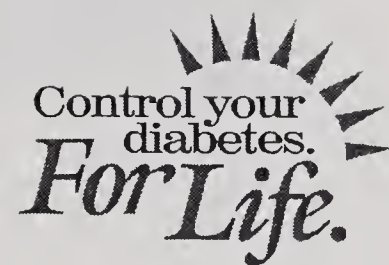
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<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

NDEP Hispanic/Latino Campaign
Sample Letter to Television Public Service Director



Dear Public Service Director:

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NDEP Hispanic/Latino Campaign
"Thunder and Lightning" Recorded Radio Script
(on DAT and Audio Cassette Tapes)



(SFX: Thunder and Lightning Crashing)

(BOY)

Grampa.....I'm scared.

(GRAMPS)

Why, son? We're safe.

(BOY: shaky voice)

But.....the noise!

(GRAMPS)

It's loud so you pay attention.

(BOY)

Can't you make it go away, grampa?

(GRAMPS)

No, son.

(BOY)

Can you make your diabetes go away, grampa?

(GRAMPS)

No, but *that* I can control.

(ANNOUNCER)

Take your diabetes seriously so it never becomes too serious.

(BOY)

How do you control your diabetes?

(GRAMPS)

By paying attention.

(ANNOUNCER)

For more information, call 1-800-438-5383. National Diabetes Education Program

(BOY: under announcer)

Can I help, grampa?



Sponsored by the National Diabetes Education Program
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NDEP Hispanic/Latino Campaign
“Thunder & Lightning” Live-Read Radio Script Templates



Thunder and Lightning (:60 PSA)

Bad weather, traffic, long lines. There are many things in life that we can't control. Fortunately, diabetes is not one of them. If you are Hispanic/Latino and have diabetes, there is hope. Simple things you can do can make a big difference in how you feel and live. Eating foods low in fat and sugar, getting regular exercise, and taking medications as prescribed will help control your diabetes. Remember, diabetes does not have to control your life. You have the power to make the difference. Start taking control of your diabetes today, by calling [organization] at [phone number].

Thunder and Lightning (:30 PSA)

If you are Hispanic/Latino and have diabetes, the National Diabetes Education Program has good news for you. You have the power to take control of your diabetes. By learning to control diabetes, you can live longer, feel better, and avoid complications. There are many things in life that can't be controlled. Fortunately, diabetes is not one of them. Learn to take control of diabetes... for life. Call [organization] at [phone number] today to learn more.

Thunder and Lightning (:30 PSA)

Approximately 27 million Hispanics/Latinos in the United States have diabetes. If you have diabetes, remember—while there are many things in life that can't be controlled, diabetes is not one of them. By eating a healthy diet low in fat and sugar, making time for physical activity, taking medications as prescribed, and knowing your blood sugar numbers, you can take control of diabetes... for life. Call [organization] at [phone number] today for more information.

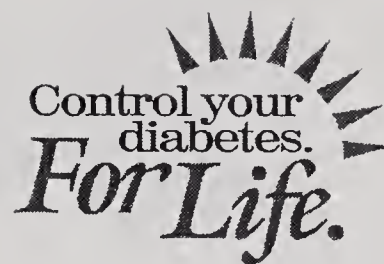
Thunder and Lightning (:15 PSA)

A beautiful sunrise, a grandchild's hug, the love of family. There are so many things to live for. If you are one of the 27 million Hispanics in the United States with diabetes, there is hope. By learning to take control of your diabetes, you can avoid serious complications, feel better, and enjoy a longer, healthier life. Remember, there are many things in life that can't be controlled. Fortunately, diabetes is not one of them. Learn how you can control diabetes... for life. Call [organization] at [phone number] today.



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

**NDEP Hispanic/Latino Campaign
Sample Letter to Member of Media**



Dear Member of the Media:

Did you know that there is a silent killer reaching epidemic proportions among Hispanics/Latinos? It's name is diabetes and already it is the 6th leading cause of death among Hispanics/Latinos. The figure is staggering when you consider that there are 27 million Hispanics/Latinos in the U.S.

The National Diabetes Education Program (NDEP) has launched *Thunder and Lightning*, the English-language version of the award-winning 1998 Hispanic/Latino awareness campaign, *Rayos y Trueños*. The message of this national public awareness campaign, designed exclusively for Hispanic/Latino English- and Spanish-speaking communities, is "Take your diabetes seriously so it does not become serious." The goal of the campaign is to raise awareness among Hispanics/Latinos that diabetes is a serious disease that can be controlled.

Research has shown that people with diabetes can successfully manage their disease by monitoring their blood sugar levels, eating healthy foods, being physically active, and taking their medications as prescribed. The NDEP is the first joint initiative on diabetes sponsored by the Centers for Disease Control and Prevention and the National Institutes of Health.

The NDEP needs your help. An article or segment on diabetes could effectively provide critical, life-saving information to Hispanics/Latinos with diabetes and their families. The following story ideas may be of interest to your readers:

- Diabetes — the silent killer among Hispanics/Latinos. What our community can do to stop the epidemic.
- Diabetes —Are you at risk?
- The keys to controlling diabetes. What you, your family, and your health care provider can do to help manage your disease.

Enclosed please find additional information to assist you in developing a story. If you have any questions or need additional information, please contact **{INSERT YOUR ORGANIZATION'S CONTACT INFORMATION}**.

Help us stop this epidemic! Your assistance and support are important and greatly appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>



FOR IMMEDIATE RELEASE
{DATE}

Contact: {CONTACT NAME AND
PHONE NUMBER}

**{ORGANIZATION'S NAME} ANNOUNCES NEW VERSION OF AWARD-
WINNING CAMPAIGN FOR HISPANICS/LATINOS WITH DIABETES**

{CITY, STATE} — Today, {INSERT YOUR ORGANIZATION'S NAME} has partnered with the National Diabetes Education Program (NDEP) to launch *Thunder and Lightning*, the English-language version of the award-winning 1998 Hispanic/Latino awareness campaign, *Rayos y Trueños*, for the English-speaking Hispanic/Latino community.

Diabetes is the 6th leading cause of death among Hispanics/Latinos, and the 4th leading cause of death among Hispanic women and the elderly. Hispanics/Latinos are not only at a higher risk of developing and dying from diabetes, but also twice as likely to suffer from more severe complications. “Many Hispanics/Latinos do not have enough information about diabetes control and prevention,” said {NAME AND TITLE}. “We are pleased to be a part of this important effort for the Hispanic/Latino community.”

Thunder and Lightning is a part of a national campaign by the NDEP entitled, *Control Your Diabetes. For Life.* The goal of the campaign is to raise awareness about the seriousness of diabetes and to encourage people with disease to take control. “Control can make an enormous difference in the lives of people with diabetes. By monitoring their blood sugar levels,

-more-



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

eating right and being physically active, and taking their medications as prescribed, people with diabetes can live longer, healthier lives,” said **{NAME AND TITLE}**.

“Working in our communities, we knew that diabetes was a common and costly health problem. **{INSERT YOUR ORGANIZATION’S NAME}** has joined with the NDEP to increase awareness that diabetes is a serious disease that can be controlled,” said **{NAME AND TITLE}**. *Thunder and Lightning* and *Rayos y Trueños* give us the tools we need to effectively support the Hispanic/Latino community.” **{QUOTE OR STATEMENT REGARDING ORGANIZATION’S DIABETES ACTIVITIES}**.

To find out more about diabetes or how you can deliver NDEP messages to your community, please contact **{INSERT YOUR ORGANIZATION’S PHONE NUMBER OR USE CDC’S NUMBER: 1-877-232-3422, SE HABLE ESPAÑOL OR NDEP’S NUMBER: 1-800-438-5383}** or visit **{INSERT YOUR ORGANIZATION’S WEBSITE ADDRESS OR USE THE NDEP’S WEBSITES: <http://ndep.nih.gov> or <http://www.cdc.gov/diabetes/>}**.

The NDEP is the first joint program on diabetes by the Centers for Disease Control and Prevention and the National Institutes of Health.

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Hispanics/Latinos and Diabetes Fact Sheet

Diabetes mellitus is one of the most serious health challenges facing the estimated 27 million Hispanics/Latinos in the United States.

- Diabetes is the 6th leading cause of death among Hispanics/Latinos, and the 4th leading cause of death among Hispanic women and Hispanic elderly.
- Hispanics/Latinos are at higher risk of developing and dying from diabetes, and twice as likely as other populations to experience complications such as heart disease, high blood pressure, blindness, kidney disease, amputations and nerve damage.

Incidence and Prevalence of Diabetes

- Diabetes has an earlier onset in Hispanics/Latinos than in other populations. Among Puerto Ricans and Mexican Americans, the age of onset is at 30-50 years old.
- On average, Hispanics/Latinos are almost twice as likely to have diabetes as non-Hispanic whites of similar age.
- Diabetes is two to three times more common in Mexican-American and Puerto Rican adults than in non-Hispanic whites. Cuban Americans have a lower rate of diabetes than Mexican-Americans and Puerto Ricans, but still higher than that of non-Hispanic whites.
- The rates of Type 2 diabetes are 110% higher among Mexican Americans and 120% higher among Puerto Ricans than among non-Hispanic whites.
- More than 10% of all Mexican Americans 20 years or older have diabetes.
- Among persons aged 45-74, the prevalence rate for diabetes is:
 - 23.9% for Mexican Americans,
 - 26.1% for Puerto Ricans,
 - 15.8% for Cuban Americans, and
 - 12% for non-Hispanic whites.

Risk Factors for Developing Diabetes

- Family history.
- Overweight.
- Sedentary lifestyle.
- Smoking.
- Over 40 years of age.
- Limited access to health care.



Diabetes Overview Fact Sheet

Diabetes mellitus is one of the most common and serious chronic diseases in the United States. About 16 million Americans have diabetes, 5.4 million of whom do not know they have the disease. Each year, approximately 800,000 people are diagnosed with diabetes. The prevalence of diabetes has increased steadily in the last half of this century and will continue to rise with the aging U.S. population, the growth in minority populations most susceptible to type 2 diabetes, and the increasing prevalence of obesity among Americans.

WHAT IS DIABETES?

Diabetes is a metabolic disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches, and other food into energy needed for daily life. Diabetes is characterized by high levels of blood glucose (sugar).

WHAT ARE THE DIFFERENT TYPES OF DIABETES?

There are three main types of diabetes:

- Type 1 diabetes
- Type 2 diabetes
- Gestational diabetes

Type 1 diabetes, formerly called insulin-dependent diabetes mellitus (IDDM) or juvenile-onset diabetes, is an autoimmune disease that results when the body's immune system attacks and destroys its own insulin-producing beta cells in the pancreas. People with type 1 diabetes need daily injections of insulin to live. Type 1 diabetes develops most often in children or young adults and accounts for about 5 to 10 percent of diagnosed diabetes in the United States. Although risk factors are not well defined for type 1 diabetes, autoimmune, genetic and environmental factors are involved in its development.

Type 2 diabetes, formerly called noninsulin-dependent diabetes mellitus (NIDDM) or adult-onset diabetes, is a disease that occurs when the body makes enough insulin but cannot use it effectively. This form of diabetes usually develops in adults over the age of 40. About 90 to 95 percent of people with diabetes have type 2; about 80 percent are overweight. Type 2 diabetes is more common among people who are older; obese; have a family history of diabetes; have had gestational diabetes; and, are of African American, Hispanic American, Asian American, Pacific Islander, and Native American ethnicities.

Gestational diabetes develops or is discovered during pregnancy. This type usually disappears when the pregnancy is over, but women who have had gestational diabetes have a greater risk of developing type 2 diabetes later in their lives.

Revised May 1999

WHAT IS THE SCOPE AND IMPACT OF DIABETES?

Diabetes is widely recognized as one of the leading causes of death and disability in the United States. It was the seventh leading cause of death listed on U.S. death certificates in 1995 and contributed to 187,800 deaths that same year.

Both type 1 and type 2 diabetes are associated with long-term complications that threaten life and the quality of life. Diabetes is the leading cause of adult blindness, end-stage renal disease, and nontraumatic lower-extremity amputations (as a result of nerve disease). People with diabetes are 2 to 4 times more likely to have coronary heart disease and stroke than people without diabetes. In addition, poorly controlled diabetes can complicate pregnancy, and birth defects are more common in babies born to women with diabetes.

Diabetes costs the United States \$98.2 billion each year. Medical costs for diabetes care -- including hospitalizations, medical care, and treatment supplies -- total \$44.1 billion. Indirect costs -- including disability payments, time lost from work, and premature death -- total \$54.1 billion.

HOW IS DIABETES DIAGNOSED?

Symptoms of type 1 diabetes usually develop over a short period of time, although beta cell destruction can begin months, even years, earlier. Symptoms include increased thirst and urination, constant hunger, weight loss, blurred vision, and extreme fatigue. If not diagnosed and treated with insulin, a person can lapse into a life-threatening coma.

The symptoms of type 2 diabetes develop gradually and are not as noticeable as in type 1 diabetes. Symptoms include feeling tired or ill, frequent urination (especially at night), unusual thirst, weight loss, blurred vision, frequent infections, and slow-healing wounds and sores.

Diabetes is diagnosed when the fasting plasma glucose is 126mg/dl or greater, or if a non-fasting plasma glucose is 200 mg/dl or greater on two subsequent days.

HOW IS DIABETES MANAGED?

Diabetes is a self-managed disease because people with diabetes must take responsibility for their day-to-day care. Much of the daily care involves keeping blood glucose near normal levels at all times.

Management of type 1 diabetes: People with type 1 diabetes need daily injections of insulin because their bodies no longer produce insulin. Treatment requires a strict regimen that typically includes a carefully calculated diet, planned physical activity, self-testing of blood glucose, and multiple daily insulin injections.

Management of type 2 diabetes: Treatment for people with type 2 diabetes typically includes diet management, exercise, self-testing of blood glucose, and, in some cases, oral medication and/or insulin. Approximately 40 percent of people with type 2 diabetes require insulin injections.

The goal of diabetes management is to keep blood glucose levels as close to a normal range as safely possible, while avoiding blood glucose levels that are too high (hyperglycemia) or too low (hypoglycemia). Two major studies of diabetes among type 1 and type 2 patients demonstrate the benefits of blood glucose control.

Revised May 1999

The Diabetes Control and Complications Trial (DCCT), showed that intensive blood glucose control in people with type 1 diabetes delayed the onset and progression of eye disease, kidney disease, and nerve disease, reducing the risk by 35 percent to more than 70 percent, by lowering hemoglobin A_{1c} from 9 to 7 percent.² The United Kingdom Prospective Diabetes Study (UKPDS) showed that intensive blood glucose control in people with type 2 diabetes delayed the onset of eye and kidney disease, reducing the risk by 12 to 33 percent, by lowering hemoglobin A_{1c} levels from about 8 to 7 percent.³ These studies further showed that *any* sustained lowering of blood glucose helps, even if the person has a history of poor control. The degree of risk reduction for the change in hemoglobin A_{1c} in the two studies was about the same.

Both the DCCT and UKPDS also shed light on the relationship between blood glucose control and cardiovascular disease. In both studies, there was a trend toward reduced cardiovascular disease with intensive blood glucose control. The UKPDS also showed that lowering blood pressure to normal significantly reduced the risk for all diabetes complications.⁴

WHAT ARE THE MAJOR DIABETES ADVANCES?

In recent years, advances in diabetes research have led to better ways to manage diabetes and treat its complications. Major advances include:

- New forms of purified insulin that are less likely to cause allergic reactions and are nearly identical to the insulin naturally produced by the body.
- Development of external and implantable insulin pumps that deliver appropriate amounts of insulin, replacing daily injections.
- New oral medications to improve control of type 2 diabetes.
- Better ways for patients, doctors, and other health professionals to monitor blood glucose--notably, new devices for self-monitoring of blood glucose, which is performed by the patient, and the hemoglobin A_{1c} (also called H-b-A-one-c) laboratory test, which measures blood glucose control during the previous 3-month period.
- Effective treatment for diabetic eye disease.
- Better ways to manage diabetic pregnancies, improving chances of successful outcomes.
- Treatment strategies to reduce damage to the kidneys, eyes, and nerves.

Adapted from *Diabetes Overview*. National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health, NIH Publication No. 96-3873, October 1995.

¹Report of the Executive Committee on the Diagnosis and Classification of Diabetes Mellitus. *Diabetes Care*. 1997 July; 20 (7): 1183-97.

²The Effect of Intensive Treatment of Diabetes on the Development and Progression of Long-Term Complications in Insulin-Dependent Diabetes Mellitus. *The New England Journal of Medicine*. 1993 September 30; 329 (14): 977-86.

³ United Kingdom Prospective Diabetes Study Group: Intensive blood-glucose control with sulphonylureas or insulin compared with conventional treatment and risk of complications in patients with type 2 diabetes (UKPDS 33). *Lancet* 352: 837-853, 1998.

⁴ United Kingdom Prospective Diabetes Study Group: Tight blood pressure control and risk of macrovascular and microvascular complications in type 2 diabetes (UKPDS 38). *BMJ* 317:703-713, 1998.



Changing the Way Diabetes Is Treated

Purpose

The **National Diabetes Education Program** is a federally-sponsored initiative that involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of diabetes.

Sponsors

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are jointly sponsoring the development of the program.

Need

Current scientific evidence demonstrates that much of the morbidity and mortality of diabetes can be eliminated by aggressive treatment with diet, exercise, and new pharmacology approaches to normalize blood glucose levels. Unfortunately, a wide gap still exists between current and desired diabetes care and practices.

In addition, public awareness about diabetes is very low, despite the fact that the disease is one of the leading causes of death and disability in the United States—affecting an estimated **16 million Americans**, including 5.4 million who are undiagnosed.

Goal

The goal of the program is to reduce the morbidity and mortality associated with diabetes and its complications.

Objectives

The National Diabetes Education Program's objectives are:

- To increase public awareness of the seriousness of diabetes, its risk factors, and potential strategies for preventing diabetes and its complications.
- To improve understanding about diabetes and its control and to promote better self-management behaviors among people with diabetes.
- To improve health care providers' understanding of diabetes and its control and to promote an integrated approach to care.
- To promote health care policies that improve the quality of and access to diabetes care.

Audiences

The National Diabetes Education Program's target audiences include:

- People with diabetes and their families (with special attention to Hispanic Americans, African Americans, Asian Americans, Pacific Islanders, and Native Americans)
- General public
- Health care providers
- Health care payers, purchasers, and policy makers

Strategies

The National Diabetes Education Program is:

- Creating program partnerships with other organizations concerned about diabetes and the health status of their constituents.
- Developing and implementing ongoing diabetes awareness and education activities.
- Identifying, developing, and disseminating educational tools and resources, including those that address the needs of special populations.
- Developing and disseminating guiding principles that promote quality diabetes care.
- Promoting policies and activities to improve the quality of and access to diabetes care.

Steering Committee

The program's Steering Committee organizations include:

- American Academy of Family Physicians • American Academy of Nurse Practitioners • American Association of Clinical Endocrinologists • American Association of Diabetes Educators • American College of Physicians • American Diabetes Association • American Dietetic Association • American Pharmaceutical Association • Association of American Indian Physicians • Association of Asian/Pacific Community Health Organizations • California Diabetes Control Program • Endocrine Society • General Motors Corporation • Juvenile Diabetes Foundation International • Links, Inc. • Lions Clubs International • Michigan Diabetes Research and Training Center • Mutual of Omaha Companies • National Coalition of Hispanic Health & Human Services Organizations • National Kidney Foundation • National Medical Association • Prudential Center for Health Research • Puerto Rican Association of Diabetes Educators • Kaiser Permanente (Stockton, CA) • Vanderbilt University Diabetes Research and Training Center • Wyoming Diabetes Control Program

Getting Involved

The program is forming partnerships with organizations concerned about diabetes and the health status of their constituents. Partners can work with the National Diabetes Education Program in a variety of ways. You can adopt the program's messages and tailor them for your members or constituents. You can disseminate information to the media, coordinate education activities, and share resources with other partner organizations. You can also work with the program to influence the health delivery system to improve quality and access.

For More Information

To learn more about the National Diabetes Education Program, please contact:

You may also visit the National Diabetes Education Program's web sites at [http:// ndep.nih.gov/](http://ndep.nih.gov/) or [http:// www.cdc.gov/](http://www.cdc.gov/) or call 1-800-438-5383 for updates on the program's progress, and to obtain diabetes education materials for patients and health care providers.



NDEP Publications Resource List

MATERIALS FOR PATIENTS

Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy (NDEP-8)

This 2-color patient education booklet provides an action plan for diabetes control that includes tips for knowing blood sugar levels, reaching blood sugar goals, and maintaining blood sugar control. NIH Publication No. 98-4351

Tome su diabetes en serio, para que no se vuelva cosa seria. Recomendaciones para sentirse mejor y estar más saludable. (NDEP-9)

Spanish version of *Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy*.

Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control. (NDEP-10)

This reproducible, black-and-white patient education brochure provides information on measuring blood sugar levels using the hemoglobin A_{1c} test and the finger-stick test (with a blood glucose monitor). NIH Publication No. 98-4350

Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo. (NDEP-11)

Spanish version of *Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control*.

7 Principles for Controlling Your Diabetes for Life. (NDEP-17)

This easy-to-read brochure for people with diabetes describes the essential components of quality diabetes care in a checklist form. NIH Publication No. 98-4343L.

7 Principios para controlar la diabetes durante toda la vida (NDEP-18)

Spanish version of the *7 Principles for Controlling Your Diabetes for Life*. NIH Publication No. 98-4343S

Now! Expanded Coverage for Diabetes — Medicare & You (NDEP-19)

This brochure provides information on expanded benefits for diabetes equipment and supplies for Medicare beneficiaries who have diabetes.

Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes. (NDEP-30)

Spanish version of *Now! Expanded Coverage for Diabetes — Medicare & You*.

MATERIALS FOR HEALTH CARE PROVIDERS

Control Your Diabetes. For Life. Campaign Guide for Partners (NDEP-15)

This 48-page practical guide is designed to help partner organizations disseminate the *Control Your Diabetes. For Life*. campaign messages. NIH Publication No. 99-2131

Control Your Diabetes. For Life. Campaign Poster (NDEP-32)

This 4-color poster shows the “Many Faces of Diabetes” and reinforces the campaign theme.

Diabetes: A Guide for Communities (NDEP-21)

A how-to kit including ideas, tools, and guidelines for community partnerships and diabetes activities.

Diabetes Numbers At-a-Glance (NDEP-12)

This quick-reference pocket guide for health care providers lists criteria for diagnosing diabetes and treating people with diabetes.

***Guiding Principles of Diabetes Care* (NDEP-16)**

This booklet describes the essential components of quality diabetes care for people with diabetes, their families, health care providers, and insurers. NIH Publication No. 98-4343

***Guía de Principios para el Cuidado de la Diabetes* (NDEP-20)**

Spanish Version of *Guiding Principles of Diabetes Care*.

***Medicare Benefits and Controlling Your Diabetes Community Kit* (NDEP-22)**

This kit provides organizations with tools to promote the expanded benefits for Medicare recipients for diabetes equipment and supplies.

***How Can Medicare Help You Control Your Diabetes? Poster* (NDEP-31)**

This poster provides information about Medicare's Expanded Coverage for Diabetes equipment and monitoring supplies.

VIDEOTAPES AND MEDIA KITS***Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS)* (NDEP-23)**

Includes: "Taking Control" 30-second general audience PSA; "Family Reunion" 30-second African American PSA; "Thunder and Lightning" 30-second Hispanic/Latino PSA in English; "Couple in Rain" 15-second Hispanic/Latino PSA; "Stubborn Cow" 15-second Hispanic/Latino PSA; "Snow Storm" 15-second Hispanic/Latino PSA; "Future Generations" 30-second American Indian PSA; "Medicare Benefits—Controlling Your Diabetes" 30-second Seniors PSA; "Beneficios del Medicare—Controlando su Diabetes" 30-second Hispanic/Latino Seniors PSA.

***Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS)* (NDEP-14)**

Includes: "Many Faces of Diabetes" 60-, 30-, and 15-second general audience PSAs; "Rayos y Truenos" 30-second PSA in Spanish; message from U.S. Surgeon General Dr. David Satcher; and campaign launch video news release.

***Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS)* (NDEP-24)**

This video introduces the National Diabetes Education Program and its purpose, goals, and objectives. Presents reasons why health care providers should participate in the program and information on the devastating effects of diabetes.

***General Audience Campaign Media Kit* (NDEP-25)**

Focuses on seriousness of diabetes and importance of controlling blood sugar levels. Includes sample news release, diabetes statistics, resources, educational materials for people with diabetes, print public service ads, and live-read radio scripts.

***African American Media Kit* (NDEP-26)**

Focuses on seriousness of diabetes in the African American population with a "Family Reunion" theme. Includes sample news release, diabetes statistics; resources, educational materials for patients, print public service ads, and live-read radio scripts.

***American Indian Media Kit* (NDEP-27)**

Focuses on seriousness of diabetes in the American Indian population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Asian American and Pacific Islander Media Kit* (NDEP-28)**

Focuses on seriousness of diabetes in the Asian American/Pacific Islander population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.

***Hispanic and Latino Media Kit* (NDEP-29)**

Focuses on seriousness of diabetes in Hispanic and Latino population. Includes sample news release, diabetes statistics, resources, educational materials for patients, print public service ads, and live-read radio scripts.



Publication Order Form

Materials for Patients

ITEM	Number of copies	Number of packages	Total
(NDEP-8) <i>Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy</i> Single copy free. Package of 50: \$5			
(NDEP-9) <i>Tome su diabetes en serio, para que no se vuelva cosa seria.</i> <i>Recomendaciones para sentirse mejor y estar más saludable.</i> Single copy free. Package of 50: \$5			
(NDEP-10) <i>Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control</i> Single copy free. Package of 50: \$5			
(NDEP-11) <i>Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo.</i> Single copy free. Package of 50: \$5			
(NDEP-17) <i>7 Principles for Controlling Your Diabetes for Life.</i> Single copy free. Package of 50: \$5			
(NDEP-18) <i>7 Principios para controlar la diabetes para toda la vida</i> Single copy free. Package of 50: \$5			
(NDEP-19) <i>Now! Expanded Coverage for Diabetes — Medicare & You</i> Up to 50 free. Additional packages of 25: \$1			
(NDEP-30) <i>Ahora, Medicare tiene más que ofrecerle. Beneficios adicionales para la diabetes.</i> Up to 50 free. Additional packages of 25: \$1			

Materials for Health Care Providers

ITEM	Number of copies	Number of packages	Total
(NDEP-15) <i>Control Your Diabetes. For Life. Campaign Guide for Partners</i> Single copy free. Each additional copy: \$3			
(NDEP-32) <i>Control Your Diabetes. For Life. Campaign Poster</i> Single copy free. Each additional copy: \$1 (Limited quantity available)			
(NDEP-21) <i>Diabetes: A Guide for Communities</i> Single copy free. Each additional copy: \$3			
(NDEP-12) <i>Diabetes Numbers At-a-Glance</i> Single copy free. Package of 10: \$5			
(NDEP-16) <i>Guiding Principles of Diabetes Care</i> Single copy free. Package of 50: \$5			
(NDEP-20) <i>Guía de Principios para el Cuidado de la Diabetes</i> Single copy free. Package of 50: \$5			

(NDEP-22) <i>Medicare Benefits and Controlling Your Diabetes Community Kit</i> Single copy free. Each additional copy: \$2			
(NDEP-31) <i>How Can Medicare Help You Control Your Diabetes? Poster</i> Single copy free. Each additional copy: \$1			
Videotapes & Media Kits			
ITEM	Number of copies	Number of packages	Total
(NDEP-23) <i>Control Your Diabetes. For Life. Campaign Videotape 1999 Edition (VHS)</i> \$10 each copy			
(NDEP-14) <i>Control Your Diabetes. For Life. Campaign Videotape 1998 Edition (VHS)</i> \$10 each copy			
(NDEP-24) <i>Changing the Way Diabetes Is Treated (The NDEP Program Video) (VHS)</i> \$10 each copy			
(NDEP-25) <i>General Audience Campaign Media Kit</i> Single copy free. Each additional copy: \$1			
(NDEP-26) <i>African American Media Kit</i> Single copy free. Each additional copy: \$1			
(NDEP-27) <i>American Indian Media Kit</i> Single copy free. Each additional copy: \$1			
(NDEP-28) <i>Asian American/Pacific Islander Media Kit</i> Single copy free. Each additional copy: \$1			
(NDEP-29) <i>Hispanic/Latino Media Kit</i> Single copy free. Each additional copy: \$1			
Grand Total			\$

Includes Shipping

Please note that many of the print materials listed on this form, as well as radio PSA scripts and a complete slide presentation about diabetes and the NDEP are available for downloading from the National Diabetes Education Program web site at <http://ndep.nih.gov>. Government publications and audio-visual materials are not subject to copyright restrictions. You are encouraged to duplicate and distribute as many copies as desired.

Name _____

Title/Organization _____

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Allow 4 to 6 weeks for delivery.

Revised May 1999

